Vogue

BEAUTY ISSUE

MAKE TIME To Make Yourself BEAUTIFUL

15 Minutes for a
MAKE-UP LASTING 7-HOURS

8 Minutes for one of
25 NEW COIFFURES

20 Minutes a day for
COMPLEXION INSURANCE

20 Minutes a day for a
KEEP-FIT REGIME

4 Weeks for a
REDUCING PLAN

ADVANCE RETAIL TRADE EDITION

NOVEMBER 1, 1942
PRICE 35 CENTS
40 CENTS IN CANADA

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The TROUSSEAU SHEET *of America*

DECEMBER will be one of the most popular of all the marriage months, this year. There will be holiday furloughs for many a Service bridegroom. And many a bride will welcome the added incentive of Christmas to have her trousseau completed with a thrilling gift of Wamsutta *Supercale** sheets and pillowcases. . . . Truly Wamsutta *is* the trousseau sheet of America! The bridal traditions of five generations have helped make it so. But the downright dollar value of Wamsutta *Supercale* is even more important to today's bride, who must conserve her household furnishings as long as she can.

Measured in terms of lighter laundering and added years of use Wamsutta *Supercale* sheets are still in a class by themselves as the finest, and longest-wearing, of fine cottons.

Send forty cents for a special boudoir pillowcase of Wamsutta *Supercale,* size 12″ x 18″, not sold in stores. The budget booklet, "A Guide for the Bride," will be included free. Address: Department V-7, WAMSUTTA MILLS — *Since 1846* — New Bedford, Mass.

WAMSUTTA *Supercale* SHEETS

*REG. U. S. PAT. OFF.

Vogue ADVANCE NEWS FOR RETAILERS NOV. 1

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Sell Time-Savers, Beauty-Savers!

IN COSMETICS—

It's high time for the American woman to take time for beauty.

In her fervor to give every minute possible to wartime duties, many a customer has "let go." You'll have to sell her "Time-Savers, Beauty-Savers." Vogue says, "The less you have of precious time, the better you learn how to use it"—and this whole issue is a Primer of Proofs. Only twenty minutes a night will thwart those hurried, worried lines—see page 38 and promote Vogue's ideas in beauty-saving creams, lotions, eye creams, eye baths and stout hairbrushes "to make your coiffure one of your best accessories." A ten-minute bath in the morning, plus a smidgen of bath salts or bath oil, is a wonderful eye-opener (page 43). Use these ideas in copy, selling and displays.

"Is it patriotic to worry about my looks at a time like this?" so

saith the grim and weather-beaten customer and so thinketh too many others, say we. A soldier tells Vogue readers (page 100) that to look unattractive these days is "downright morale-breaking and should be considered treason." He speaks with nostalgia of girls who "smelled so darn good." Mr. Henderson, Public Relations Officer of the Ministry of Supplies, has said, "Cosmetics are as essential to a woman as tobacco is to a man." What is stocked in your store is there to be bought—and for you to sell with complete assurance.

"Beauty has more ways than one of jacking up war production"

as England found out long ago. On page 76 you'll see a powder room in a big Eastern defense plant—and the non-inflammable turban designed by none other than Lilly Daché—both of which contribute to the efficiency of war workers as much as to their beauty. If your store is in a defense area, plan window and departmental displays for the women who are doing such a magnificent job of the production of necessities for our Armed Forces. Show bath salts, scented soaps, and bath powders—they're "Refreshers." Make-up aids—creams, lotions, powder bases, lipsticks, rouges and powders—are "Morale-Builders." Stores in defense areas may want to investigate the installation of Make-Up Bars in local plants.

Health has always been something Americans worked to achieve

—we're a nation of vitamin consumers and ardent exercisers. Now health is imperative. We've GOT to be healthy if we are to do the job that's laid out for the Home Front. A case in point—*you* need a backlog of rest to efficiently handle duties that probably get harder every day. Eight hours' sleep will help you do it. (See page 41.) So will the few simple exercises Vogue gives you on pages 48, 49. This isn't particularly a story to sell your customers—but it is one that will help to make you a time-saving worker—and your job a lot more fun!

IN FASHIONS—

***"The Long Story" for Evening* is a flattering one for most of your customers. Let beauty in fashions as well as cosmetics be your 1942 buy-word! Display long evening costumes (as Vogue does, pages 54, 55) in a window suggesting the lobby of your local theater.**

★

***Romantic, tulle-swathed hats* are doing their share for Beauty—see today's adaptations (page 38) of those painted at the turn of the century by Boldini. Show romantic hats with important satin suits "to celebrate his leave." Sell *all* your pretty hats for the great things they do for women's beauty.**

★

***Little suits*—they're almost a uniform today but, paradoxically, they can be as distinctive as a fingerprint. See the suits Vogue shows on pages 56, 57. Similar styles in your own stock can be sold for their wonderful adaptability to busy lives—and their snug warmth under winter coats. A sound display theme!**

★

***"New Floor Show" in Shoes*—see it on page 52. The curtain's going up on fall night life all over the country. Display glittering, bright shoes to wear with short or long evening costumes. The *right* shoes can make or break the effect. Good teamwork between ready-to-wear and shoe departments will mean more sales for both and a good fashion job.**

Vogue says: "Make Time for Beauty!"

These Four Quotations on Cards Without Cost

Write Vogue Merchandising Service, 420 Lexington Avenue, N. Y. C.

VOGUE SAYS:

"Perfume is the fourth dimension of beauty."

VOGUE SAYS:

"Scarlet stiffens the spine—a lipstick does it."

VOGUE SAYS:

"Helping hands should use a protective hand lotion."

VOGUE SAYS:

"Ten extra jewels—flawless fingernails."

These Quotations For Your Own Use

Put them on Your Own Cards—Use Them in Your Advertising

COSMETICS

Vogue says:
"For normal skins—cleansing cream, skin lotion, night cream."

Vogue says:
"For dry skins—special creams for your eyes and throat."

Vogue says:
"For blackheads—a good complexion meal and pore paste."

Vogue says:
"If you're reducing, use thick cream on your throat."

Vogue says:
"For puffiness around the eyes—a good astringent lotion."

Vogue says:
"Correct parenthesis marks around the mouth with a lubricating cream and exercise."

Vogue says:
"Give a well-spent minute to the scarlet of your mouth."

Vogue says:
"A smooth make-up starts with a powder base."

Vogue says:
"Cream rouge achieves a convincing effect."

Vogue says:
"Bath oil or bath salts take bleakness from morning baths."

Vogue says:
"Use hand cream on your legs and feet to prevent chapping."

Vogue says:
"Put a drop of mouth freshener on your tongue several times a day."

Vogue says:
"An everyday make-up becomes Special with mascara, eyeshadow."

Vogue says:
"For evening, use a lipstick geared to muted, dimout lights."

SCENTS

Vogue says:
"A brisk Cologne rub—fine waker-upper."

Vogue says:
"Perfume lasts longer when repeated in soap, cream Cologne, powder."

Vogue says:
"Use non-alcoholic perfume in cream, paste, oil or sachet."

COIFFURES

Vogue says:
"Figure-eight your chignon, stick in chopsticks."

Vogue says:
"Use a fine braid of false hair instead of a ribbon."

Vogue says:
"Use bone hairpins to fold in wisps at the back of long hair."

FASHION

Vogue says:
"The fur beret makes new headway."

Vogue says:
"Romantic tulle-swathed hat—to celebrate his leave."

Vogue says:
"Have a satin suit to dance in."

Vogue says:
"A creamy-beige suit is a natural affinity for a mink coat."

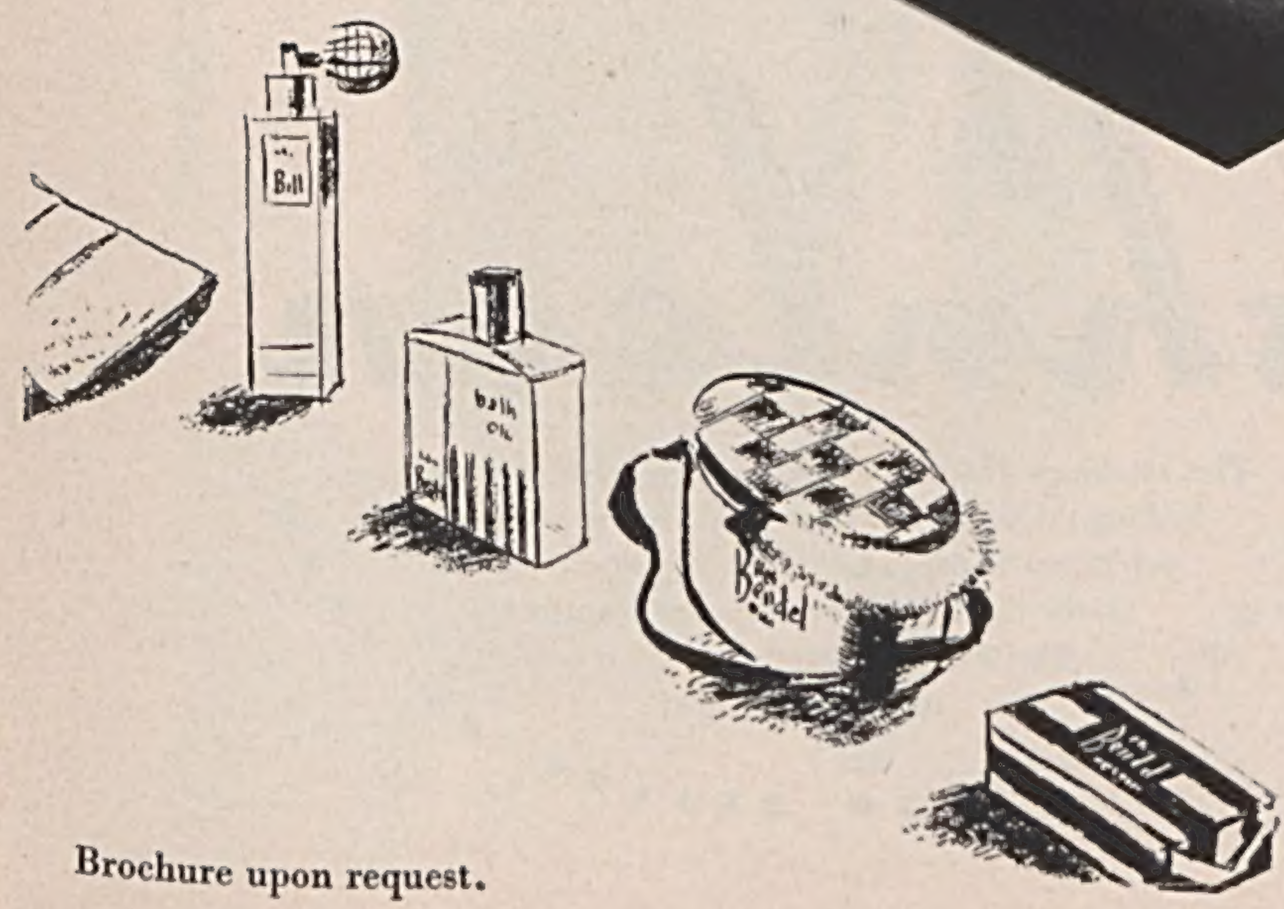
Vogue says:
"New floor show—shoes that glitter after dark."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
NOVEMBER 1, 1942

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN.

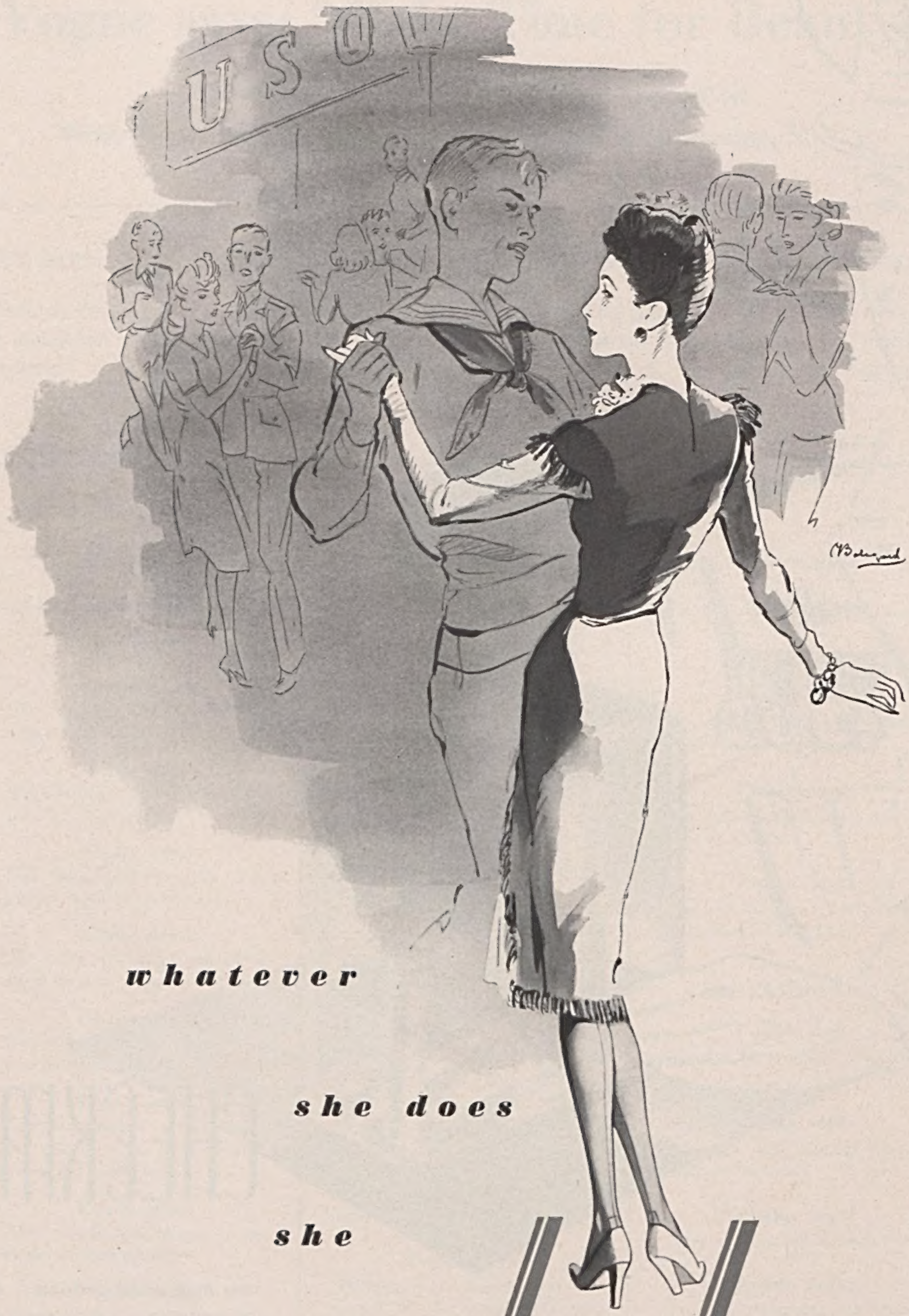
CHECKMATE

our high-award perfume... also available in Toilet Water, the famous Bendel Soaps, and a profusion of Bath Preparations of consummate quality... proved, approved. In better stores throughout the country.



Brochure upon request.

Henri Bendel
10 WEST 57
NEW YORK



whatever

she does

she

wears shaleen

IT'S THE LASTING BEAUTY OF THEM!

The stockings that keep you in step with the times—
looking the way you like to look. On duty or parade
you'll find Shaleen shadowless, high-twist rayons
in the right colors, weights and lengths for
your wartime job—whatever it is—
wherever you are!

Now you're wearing Portière plush.

We've hauled it out of the attic and discovered a thing of beauty — indescribably lush, and warm as a kitchen stove. Colors to yearn over — bride's blue, camellia pink, fire red, angel white. Glorified bathrobe, 29.95 Coatlet, 19.95. Sizes 10-20. Negligees, Fourth Floor

Lord & Taylor

Vogue
November 1st, 1942

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Vol. 100, No. 9
Whole No. 1685

HOSTESS FOR AN EVENING. Stunning black velvet hostess gown ideal for home comfort. Two silk roses accent the pleated frill of acetate organza with cordeline edge. Sizes 10 to 40 . . . . . *$35.00*

I. MAGNIN & CO.
CALIFORNIA – SEATTLE

Three
Great
Gloves
Caresskin Glace, 3.50
Super-Lavo Doeskin (baby lamb) 3.50
Mo-Lavo Doeskin (mocha lamb) 5.00
Others from 2.50
Fortunate
but not few
are the women
who've learned this
little trick in glove-buying:
For petal-soft, washable,
lastingly lovely gloves,
they look for this
emblem inside the
wrist . . . assurance,
always, of — truly Superb gloves
Trade-mark registered
MADE ONLY BY THE SUPERB GLOVE COMPANY
JOHNSTOWN, NEW YORK

THREE MOODS
CHANEL
CHANEL INC.
THREE MOODS
CHANEL
CH EL, INC.
No 5
CHANEL
The Most Treasured Name in Perfume
CHANEL
NO 5 GLAMOUR GARDENIA RUSSIA LEATHER NO. 22
No. 5, No. 22, "Glamour," "Three Moods" Reg. U. S. Pat. Off. Chanel, Inc., New York

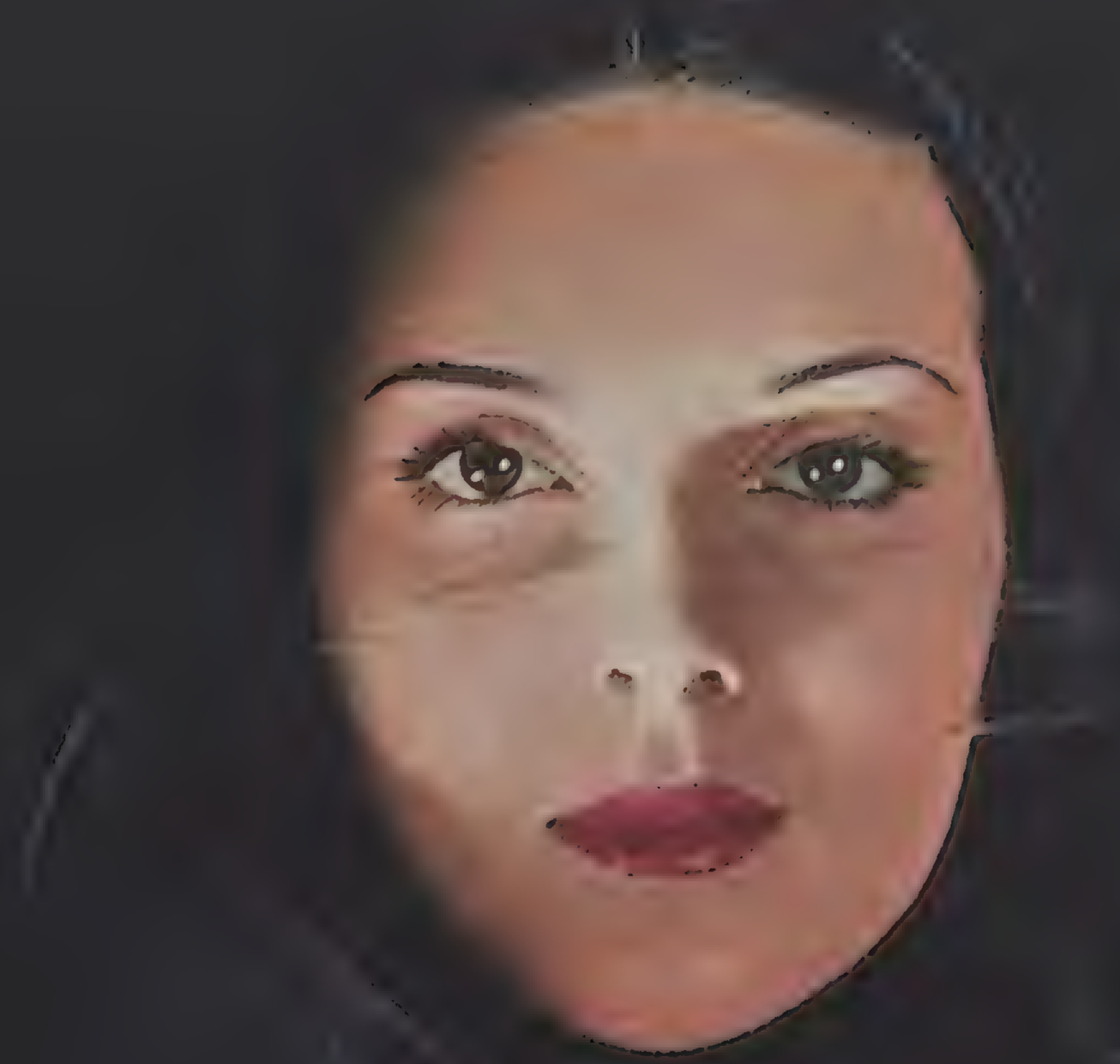
RAWLINGS

Enka Rayon

. . . AND GLITTER AFTER DARK

Like a cascade of molten gold, this sequin peplum encircles a beautifully simple Rose Barrack black dress of William Rose's Crepe Looking-Up, woven with Enka Rayon. So right for restaurant or theatre, a luminous fashion in a dimmed-out world. 69.95 SAKS FIFTH AVENUE, New York, Chicago, Detroit, Beverly Hills

Enka Rayon, 206 Madison Ave., New York



Here in
a serpentine
vial is
the mystery
of the East
Sirôcco
Perfume by
Lucien Lelong
. . . ardent
breath of
the South . . .
fanning the
heart's flame
. . . lifting
the veil from
lustrous eyes

Sirôcco

LUCIEN
LELONG

Miss Edna Skinner, Success School graduate and radiant example of what Du Barry Powder can do for complexions. As supervisor of Manhattan department store sales of war stamps and bonds, she is a key woman in the American Women's Voluntary Services.

No. 1 Glamour-Maker of the Success School

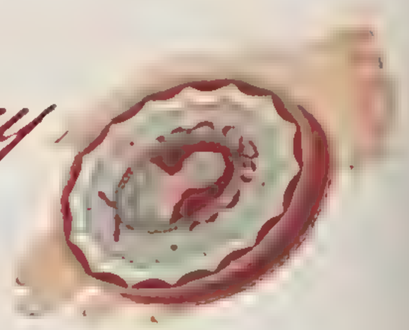
In a moment...your complexion freshened to a new, luminous beauty that makes your heart sing! Every day, Du Barry Face Powder works this wonder for thousands of women... and for all the many students of the famous Du Barry Success School.

As you smooth on Du Barry Powder, you'll scarcely believe the change. It seems to become part of your own skin...coaxes out tones that warm and liven your complexion. And once you've powdered...that petal-smooth beauty wears and wears so much longer than you thought possible! Use it on any type skin. This face powder has been expertly compounded to be exactly right in texture...heavy enough to go on with velvety smoothness, light enough not to give a harsh, over-powdered look.

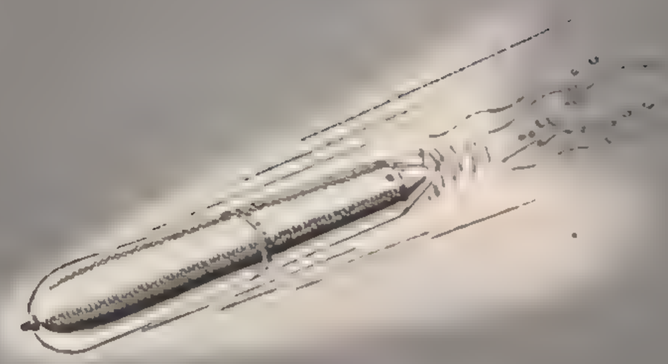
Up till now, you could buy Du Barry Face Powder only in the luxurious two-dollar box. So that more women can see the glamour possible with this powder, we introduce a new *Debut* size. This exciting new beauty aid is waiting for you in a box ample for three months' average supply...at better cosmetic counters...for only $1.00!

Du Barry

BEAUTY PREPARATIONS



By Richard Hudnut...Featured in Du Barry Success School and Richard Hudnut Salon, 693 Fifth Ave., New York...and at the better cosmetic counters.



Out where your man is FIGHTING!

Even before Pearl Harbor, we had no doubt here at Gorham which was more important: taking care of your fighting men or taking care of your table-settings.

We put our factory-full of trained metal-workers at the service of our Government at once. Three shifts a day. Parts for tanks, torpedoes, submarines, parachutes. We know how. This is Gorham's fifth war.

Out where your man is fighting, his life won't depend on a teaspoon . . . but on parachute gear that stands the strain, tanks that keep rolling, torpedoes that run true and strike home. To the skilled hands of Gorham master craftsmen he may owe his life this day.

AND FOR YOU HERE AT HOME *your jeweler has lovely Gorham Sterling . . . basic starting sets. Buy only what you need . . . match-and-add post-war. About sixteen active patterns, averaging about $18.50 per place setting of six pieces. No new patterns or special orders for duration; our country comes first.*

Below, *left to right:* CAMELLIA, SOVEREIGN, LYRIC, ENGLISH GADROON, GREENBRIER, KING EDWARD, NOCTURNE, CHANTILLY, FAIRFAX, ETRUSCAN, BUTTERCUP, OLD FRENCH

GORHAM *Sterling*

PROVIDENCE, R. I.

America's Leading Silversmiths Since 1831

For thorough cleansing... gentle softening

DOROTHY GRAY

Dry-Skin Cleanser

A luscious daily habit for dry, weathered skin! It *cleanses*. It *softens*. Dorothy Gray *Dry-Skin Cleanser* thoroughly removes drying dust, stale make-up, clogging grime. It leaves your skin feeling smoother, looking clean-bright! $1. In larger, long-lasting sizes, $2, $4. *Plus tax.*

Special Dry-Skin Mixture

Dorothy Gray *Special Dry-Skin Mixture*...for gentle overnight softening. Its rich lubricants help smooth flaky-dry skin...combat tiny lines due to excessive dryness. $2.25. Large jar, $5, saves money, conserves packaging. *Plus tax.*

These and many other exquisite Dorothy Gray preparations at smart department and drug stores. Dorothy Gray, 683 Fifth Avenue, New York, N. Y.

Dorothy Gray

AMERICAN DESIGN OF BEAUTY

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*ARALAC...*soft, warm and lustrous...

the amazing new fibre man has created from milk . . . brings new life and beauty
to seasonable clothes . . . for indoors or out . . . represented here in an exclusive A. M. C. selection.
Gabardine sport dress, ARALAC and spun rayon, enlivened with saddle stitch trim,
in bittersweet, light green, light blue, chamois and natural; sizes 10-20 . . . under $14.00
Self-belted fleece coat, ARALAC and wool, with nonchalant lines,
in nude, brown, green and R. A. F. blue; sizes 10-20 . . . under $40.00
shown here with harmonizing *Barbara Lee hats developed in felts of ARALAC and fur.
Beret, in all fall colors . . . $10.00 Feather trim sports hat, in all fall colors . . . $10.00

*REGISTERED TM U. S. PAT. OFF.

Available at the following **A. M. C.** *Stores* · ABRAHAM & STRAUS, Brooklyn • BLOOMINGDALE'S, New York City • BURDINES, INC., Miami
WM. FILENE'S SONS COMPANY, Boston • JOSEPH HORNE CO., Pittsburgh • THE J. L. HUDSON COMPANY, Detroit • HUTZLER BROTHERS CO., Baltimore
THE F. & R. LAZARUS & CO., Columbus • THE JOHN SHILLITO CO., Cincinnati • STIX, BAER & FULLER, St. Louis • TAYLOR'S, Cleveland • THALHIMERS, Richmond

I refuse to let gray hair add 10 years to my age! I have a *right* to look as young as I feel! And I do! No, it's not a secret—*your* beauty operator can tell you how! One Eternol treatment, and all the drab streaks, all the whispers of gray are gone; your hair shines like satin . . . glows with gorgeous color! Talk about reflected glory!—your eyes will be brighter, you'll carry yourself more proudly, and you'll get more of the joy that life owes you!

TINTS · RECONDITIONS · CLEANSES *in one simple operation*

Used by America's Leading Hairdressers • Write for Free Booklet V11

eternol

TINT OIL SHAMPOO

FOR DULL OR GRAYING HAIR

CAUTION: USE ONLY AS DIRECTED ON LABEL

PARAGON DISTRIBUTING CORP., 8 WEST 32nd STREET, NEW YORK, N. Y.

Vogue's ADDRESS BOOK *of shops, services, and restaurants*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

THEY CLEAN. A really good cleaner is something to treasure. And we can assure you that you'd be hard put to find a better one than Artclene, at 1039 Madison Avenue. This place has super services to offer you. For instance, they clean (and well, too) a dress in four hours. And if you are a regular customer, there is no extra charge for the rush. Of course, each garment is measured before and after to guard against shrinking, but most top-notch cleaners do that. However, the Artclene people examine each article so carefully that you never get your best black dress back with an undone seam or a ripped hem.

SUITS AND COATS. Fabricant, at 9 East Fifty-Third Street, is the name of a tailor to remember. This is a man with a deft touch and a feeling for the proper handling of woollens. He makes suits and top-coats, supplying the material or using yours, whichever you prefer. Mr. Fabricant is a demon for fit, for simplicity, and for dressmaker tailoring. His prices for suits begin at $85, and coats at $90, including material. If you supply your own, the price is about $50. Incidentally, if you have an old fur coat you want to have transformed into a lining, this happens to be a Fabricant specialty.

ACCESSORIES

A BELT TO MATCH YOUR DRESS. Bring or send your material and we will make a leather-lined belt with covered buckle. 1" wide 50c any length; 2" wide $1.00. H & L Novelty Co., 257 W. 39th St., New York. LO 5-7674

ALL OCCASION PACKAGES

ALICE H. MARKS.—For men and women in service—specially planned boxes, kit bags filled with candies, biscuits, cigarettes, nuts and practical accessories. $2.50 up. 6 East 52nd Street, New York City—PLaza 3-7282

ALL SERVICES

ONE PHONE CALL solves household problems. Furniture, walls, floors redone; curtains & draperies hung; rugs cleaned; chairs caned; painting; lighting systems. Albert Home Service, 1020 Lex. Ave. BU 8-5221

GETTING THE MAN IS EASY . . BUT how about planning the wedding? Mrs. A. M. Gray solves your problems. Advice on all plans. Supervision of rehearsal, wedding. Distance no obstacle. 5 E. 57th St., N. Y. EL 5-2745

BAGS

A. L. WORKMAN—An old established firm, well skilled in making fine leather, brocade and silk bags. Needlepoint, petit points mounted. Large assortment of frames. Expert relining, repairing. Rm. 803, 424 Madison Ave., N.Y.

SHOP IN COMFORT . . . SHOP AT HOME Be très chic and wear Marietta Larsen's French bags (from $12 up) and matching gloves. Call TR 7-0700 and she will come to your home. Mail orders. 200 W. 70th St., N.Y.

ANNE PERLE, 11 E. 48 St., N. Y. C., solves your bag problems. She makes new bags, repairs, relines them. Mounts needlepoint bags, eyeglass cases, cushions—anything. Has frames, fine leathers & materials. Mail orders

BEAUTY CULTURE

EUNICE SKELLY—YOUTH SPECIALIST! Treatment for Eye Lines, Puffs, Crepy Throat, Skin clearance. Unique method reduces heavy Legs, Ankles. Quickly! Inexpensively! Call, write, 743 5th Avenue. PL 5-2595. Booklet

CONGESTED PORES—correctly cleared at Renee Thornton Studios. A lifetime of successful dealing with skin care and beauty problems. Creator of famous cosmetic preparations, 580 5th Ave., New York. LO 3-2461

LOOK YEARS YOUNGER. JOANN COLLINS' non-surgical face and neck treatments correct wrinkles, eye-lines, firm contour. Complexion problems, freckles corrected. Advice free. Joann Collins, 200 W. 58th St., N. Y. CI 7-1528

BRASSIÈRES

NO TWO BUSTS ALIKE! BERLE'S custom made French Brassières. Individually designed. Exquisite workmanship. Gives permanent uplift and separation. Request booklet 'VC'. J. Berlé, 20 E. 57th St., N. Y. PLaza 9-4262

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CHRISTMAS CARDS

PERSONAL ENGRAVED CHRISTMAS Cards in exclusive designs, magnificent assortment. Will be delivered anywhere. Write for samples at once. Everett Waddey Company, 5 South 11th Street, Richmond, Virginia

CLEANERS & DYERS

SPECIAL 24 HOUR UNIFORM SERVICE! Cleaning and dyeing of every description. Suede service. Rebodying, resizing, flame and water proofing of materials. Budget service. B. J. Denihan, 215 East 64 St. RH 4-0177

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CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

CORSETS (Cont'd)

IDA GORDON invites you for a personal interview to solve your figure problem. Custom made corsets, corselettes and brassières. Your favorite French corset expertly copied. 665 5th Avenue, Suite 914, New York City. EL 5-8009

FRANCEVA, INC. Corsets custom cut for comfort; excellent supporting brassières and corselettes. Ready-made corsets, custom fitted $15.00 up. 16 East 52 Street, N. Y. PL 3-9773. Florida—905 West 41st Street, Miami Beach

NINA FAY Foundations pictured as "priorities" corset by N. Y. press. Designed 10 yrs. ago to use finest cloth cut bias for all figure control & correction. Little elastic: retains firm control. 16 E. 50 St., N. Y. EL 5-8019

AGNES MALONE. Creator of fine corsets. Custom-made garments. Expertly fitted. Perfect figure control. Also brassières and lingerie. Only quality, imported materials used. Phone Circle 7-4431. 19 W. 56th Street, N. Y.

LOUISE GREENWOOD, Corset Expert, Est. 1921. Specializes in custom made Corsets, Brassières, Remodeling, Copying. Mail treasured garment for estimate. Inexpensive Corsets in stock. 55 W. 42nd St., N. Y. CH 4-0930

COSMETICS

SALLYE HARMER COSMETICS are sold in the comfort of your home. Individualized cosmetics made fresh every day and sent direct from the laboratories to patrons all over the country. Experts on Skin are our sales persons. Would you like to learn? Dignified way to earn money. Liberal commissions enable you to become independent. Territories are more valuable each day. Complete information, write Sallye Harmer, Lansdowne, Pa. Dept. 10

CUSTOM SHOE REMODELING

B. NELSON, INC.—Shoes lengthened, widened, dyed, handsoled over original last. Suède changed to leather. Hand bags repaired, cleaned, dyed. Mail orders. Write for folder "V-2". 10 E. 39th St., N. Y. MU 3-6448

DELICACIES

VENDOME—Specialists in Virginia Ham, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Candies, Gift Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

DRESSMAKING

SAVE SHOPPING HOURS. In the quiet of your own apartment, Mme. Jane will create a wardrobe for you. Our expert fitters will restyle and revivify your clothes. Perfectly tailored suits. 981 Madison Ave. RH 4-1600

FANNIE TWEEDY expertly remodels last year's day and evening dresses into this year's fashion. Specializes in creating clothes to suit your individuality. Prompt—reasonable prices. 65 E. 55th St., N. Y. PL 3-3699

A BACKGROUND OF LONDON'S SOCIETY—dressmaker to the "Elite"—Resi Kerz, Haute Couture, opens her New York Studio. Original designs that combine elegance and simplicity. By appointment. BU 8-2664. 3 E. 73 St., N. Y.

ANNE GEMERD, expert dressmaker, tailor, furrier. Wardrobe problems solved. Remodeling, repairing, cleaning and storage. Meticulous workmanship and perfect fit guaranteed. 677 Madison Avenue (61st), N. Y. RE 7-2036

MADAME HOMER. Rebuilder of Gowns. A gown of yesterday made into a lovely creation of today. New dresses made from your materials. Also mail orders. Prices reasonable. 146 East 54th St., N. Y. C. Tel. EL 5-7489

DRESS SHOPS

THE CLOTHES HORSE, INC. The maximum in taste for the minimum in price. Clothes that are gay and original, priced from $16.95 to $39.95. Costume jewelry, bags & accessories at equally low prices. 64 East 56th St., N. Y.

DRESS SHOPS (Cont'd)

FASHION SHOW MODELS AND ORIGINALS $10 to $24.95. Fresh, new fashions from the better makers. Many are originals at half usual cost. Browse around. You'll make a find. 9:30 to 6:30. Olive Brooks, 740 Madison Ave., 64th

GLAD RAGS. 82 East End Ave. (83rd), N. Y. On a Budget? Unusual dresses from $10.95-$25.00. Imported handknit sweaters $13.50-$15.50; machine-made $6.95-$9.95. Silk, challis, cotton scarves $1.75-$3.95. Mail orders

TALL WOMEN TAKE NOTE! Peg Newton is a specialist of long standing in solving your clothes problems. Her dresses and suits, designed especially for You, are distinctive, original and inexpensive. 3 E. 48th St., N. Y.

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention, by skilled & careful hands. Consultation. Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 24th year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair removed permanently, safely. Improved method. Endorsed by skin specialists. Personal service. 16th year. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Est. over 40 years in N. Y. Superfluous hair removed safely and permanently. Facial problems corrected. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

GLORIA C. ZEIDE—Electrolysis Technician. Abnormal hair growths skillfully and comfortably removed from face, arms, body. Free consultation. 324 E. 41st St. (Tudor City), N. Y. Grand Central Area. MU 6-8584

DEFEAT ENEMIES OF YOUR CHARM. Fuzz & superfluous hair permanently, painlessly removed. 15 years' successful practice. Consult free by app. Mme. O. Piore, 200 W. 72nd. N. Y. EN 2-3156 & L. I.—Hempstead 2523

ENTERTAINMENT

LOUISE LLEWELLYN—Numerologist and Astrologer. Present events $2. Detailed forecast your next 12 months $10. Send name at birth, birth date with check. Questions answered. 147 N. Stanley Dr., Beverly Hills, Cal.

NOW! PLAN YOUR LIFE in harmony with astral forces. Sound advice on every problem $2. Year forecast $10. By mail or appointment. Write for information. Alfred Fleischner, 311 West 97th St., N. Y. C. AC 4-6924

HESTER PEABODY extends help if undecided during these uncertain days, by immediate, personal forecast for just You. Send name at birth, birth date and $2. Ask questions. 451 Marlboro Street, Boston, Massachusetts

FLORISTS

FLOWERS FROM WARENDORFF—Perfect for all occasions. Suggestions—estimates for weddings & decorations. Moderate prices. Chg. accts. Telegraph service. 30 Church St., CO 7-1437; at Parc Vendome, 338 W. 57th, CO 5-1593

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FURNITURE, SILVER, bric-a-brac, linens, rugs, antiques, paintings, pianos, etc. Estates, apts. entire or part purchased, appraised. Liberal cash prices. Lawner's Galleries, 81 University Place, N. Y. GR 5-1618, Mr. Williams

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LET US RESTYLE YOUR FURS NOW to advance 1943 lines. All remodeling planned and supervised by Molot, formerly with Bergdorf Goodman Fur Corp. Special rates. Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, redesigns, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

M. J. KOVACS, Quality Custom Work. Former technical expert to U. S. Govt. Special Fur Commission. Designing, repairing, remodeling. Conscientious, prompt handling. Insurance. Storage. 210 W. 72 St., N. Y. TR 4-4757

YOU WILL FIND OTHER INTERESTING SHOPS AND SERVICES ON THE FOLLOWING PAGES

Vogue's ADDRESS of shops, services,

DUM, DUM, TEE, DUM. If you're trousseaux-minded, you'll thank us for the news of a little shop called Doremus-Winston, at 19 East Fifty-Fifth Street. Here you will find all kinds of really lovely lingerie, and for a gentle, considerate price.

Mrs. Winston has both ready-made and made-to-order lingerie. But her made-to-order things are really worth doing a lot of talking about. For one thing, she has a largish supply of real silk still in stock. And secondly, she has any number of models, the kind that are so hard to find, because they are quite laceless and trimmed with touches of hand-appliqué. Such a gown costs about $15.95, and a slip to match is $9.75. This, of course, means made-to-your measure, with at least one fitting. If you like the more elaborate, there are marvellous lacy sets, gowns and slips, for $36. P.S. Anything made to order takes about three weeks.

FURS BOUGHT

WANTED! WORN FUR COATS! Highest cash. For mink, Persian, seal, leopard & other fine furs. Also gentlemen's clothing. Out-of-town customers invited. Licensed—bonded. I. M. Fur Co., 1 W. 34, near 5 Ave. WI. 7-7969

FURS REMODELED

OWN AN OLD FUR COAT? Let me make it over into a gorgeous 1943 fashion. For $25 I'll remodel, repair, refit, clean and glaze, including new silk lining, loops, buttons. 2 years' guarantee, 3 years' storage. Additional fur, if needed, at lowest cost. Harry Jay Treu, Inc., 147 W. 35th St. (opp. 35th St. entrance Macy's), 18th floor, N.Y.C. Telephone LA 4-6788 for Bonded Messenger or Write for Booklet on Mail Order Plan

GIFTS

THE SHOP FOR PRESENTS—an adventure in buying. Glass is always welcome. Martinis for two, 3 pc. & tray, $4.50; 8 Eng. antique buttered rum glasses, $20. Zombie glasses, $15 a doz. Bitter & Loud, 209 E. 72 St. RH 4-1480

BELTS FOR FEMININE SPORTSWEAR, genuine handmade imports. Calfskin $3. Snake and Alligator $4. Streamlined popular narrow width. Durable, smart. Write for gift catalog. Fred Leighton's, 15 E. 8th St., N. Y.

SHOPPING BY MAIL . . . VIA VOGUE is one good way to conserve your time and save you trouble. You can do it easily, and with confidence, through consulting any of the firms listed here in Vogue's Address Book

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANÇOIS HAIR COLORING SPECIALIST, will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

CORRECTIVE HAIR COLORING by daylight. Natural tinting of gray hair. Consultation. Styling (Fr. razor cut) $2, includes shampoo, cut, wave. Custom permanent $10. Established 1912. Szabo, 45 E. 55, 2nd Floor, EL 5-9758

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J. SCHAEFFER For Permanents that consider your Hair. Styles created for you. The modes of the moment flatteringly interpreted to give you thrilling radiance. BR 9-6165. Consult J. Schaeffer, 590 Fifth Ave., near 48th St.

CHARLES BOCK FOR PERMANENTS! Specialist in white, bleached, difficult hair. Features only scientifically approved methods. Charles Bock, 20 East 57th Street, New York. Telephone PLaza 3-3900 for an appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

FRED The Hairstylist, creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. Flattering Permanents. Hair coloring. 18 East 49th St., EL 5-2220. Washington, D.C., at Philipsborn; Kansas City, Mo., at Berkson

ROBERT MAKES YOU BEAUTIFUL! Styles your hair; exclusive "Flexible permanent"; smart, long-lasting; even on bleached, dyed, white hair. $10-$15. Bklt. V. Robert, Coiffeur, Parfumeur, 642 5th Ave., N. Y. PL 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

KINKY OR FRIZZY HAIR straightened by Laurent to natural, graceful wave by new, lasting method. Emphasize your natural charms with a Laurent coiffure. Consultation free, 683 Fifth Ave., New York. WI 2-5212

MAISON JEANPIERRE for your "gamine" self-dressing permanent . . . special care given for natural results—welcome any difficult problems, expert advice and consultation free. Call PLaza 3-6262. 6 East 53rd St., New York

LURA DE GEZ, 714 Fifth Avenue (bet. 55 & 56 Sts.), introduces a new department for busy women—a Self Service Course consisting of five hours in which you may learn home care and styling of the hair. CIrcle 7-5350

HOWARD (formerly of Antoine, Saks 5th Ave.), for exclusive "Cream Permanents", $12.50. Expert hair coloring. "Perfect-Curl" fingerwave (it stays set!) and shampoo $2. 9 Rockefeller Plaza, Suite 719. CIrcle 5-5961

GURO—Specializes in white, gray and problem hair. Suprecool cold permanent and Bestone tinting. Cuts & styles to type. Corrects kinky hair. Our own formulas, herbs and oils. 441 Mad. at 50th, N. Y. WI 2-1692

HAIRDRESSERS (Cont'd)

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JOSEPH ART HAIRDRESSER. Hair Stylist. Soft, lasting permanent waves. Hair coloring, very natural-looking. Transformations and hair pieces undetectable. See our show window. 31 West 58th St., N. Y. PLaza 3-6649

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MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris and Manuel Bldg., 988 2nd Ave., N. Y. C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods, all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

PIERRE TRANSFORMATIONS, of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

MISS EMMA—Bobs, Transformations. Undetectable, finest quality hair. Invisible partings, featherweight. White, difficult shades matched. We clean, style, dress. Moderate! Mail orders. 545 5th Ave., N. Y. MU 2-3409

GUILMONT & PETERS transformations & bobs, exquisitely made of natural, wavy hair. Invisible parting. Men's wigs, toupees. Restyling. Moderate prices. Booklet. Est. 35 yrs. 705 Marshall Field Annex Bldg., Chicago, Ill.

RICHEL experts produce the finest quality hair pieces of every description, perfect in fit and color, at most reasonable prices. Old pieces restyled and dressed. Richel, 1727 Walnut St., Phila., Pa. Estab. 40 years

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PERSONALIZED JEWELRY. Old jewels made into fine new settings especially designed for you. Genuine Zircons from Siam and other precious gems of fine quality. Getz Gem Salon, 39 West Second St., Mansfield, Ohio

SPECIAL ORDERS AND REPAIRS. New work. Designing, Re-enamelling & Engraving. Also Diamond selling. All work done on premises. Expert workmanship. Moderate prices. V. Martin, 74 West 46th St., N. Y. BR 9-1567

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THE BEST PLACE TO SELL. Diamonds, Jewelry, Silverware, Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

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SUEDE, LEATHER CLOTHING, HANDBAGS, accessories look new again when cleaned, retinted by our exclusive, dependable process. Inexpensive. Parcel Post. Leathercraft Process, 1052 First Ave. (57th St.), N. Y. PL 3-0470

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PLANNED TROUSSEAUX at Planned Prices. 3 Slips $2.95 ea., 3 Gowns $5.95 ea., 3 Custom made, pure silk Slips $7.95 ea., 3 Gowns to match $12.95 ea., Housecoat $12.95, Hostess Gown $19.95. Doremus-Winston, 19 E. 55 St.

TROUSSEAUX . . . Lingerie, exclusively made and designed to suit the individual taste. Beautifully fashioned hostess and tea gowns. Household linens of exquisite workmanship. Emma Maloof, 444 Madison, N. Y. PL 8-2350

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SLENDERIZE in a club-like atmosphere—Ulrich Massage Studio, 31 East 60th Street, New York. Ladies' Special! 10 treatments—$25. Vapor Cabinet, Vibrator, Roller, Shower. Residence Service. Telephone REgent 4-3688

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EMME'S Fall hats are charming. She offers delightful ideas to complement your new Fall clothes. Beautiful bag and hat sets made from your own material are a specialty of the house. Emmè, 21 E. 56th St., N. Y. EL 5-9865

A NEW HAT? HATTIE OSTER will turn your own material into a cleverly designed creation to lend that final touch to your Fall outfit—$10. Fur or felt from $14.50. Suite 1415, 515 Madison Ave. (53rd), N. Y. City

FOR THE PAST 47 YEARS, discriminating women have been using Vogue's Address Book to simplify their shopping problems. For you, too, it's a way to get good value, prompt service and complete satisfaction

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SPECIALISTS IN MOURNING gowns, hats, veils, gloves, stockings, bags, scarfs, & jewelry. Sent on approval. M. C. Schoonmaker (formerly with Arthur Mullen), 723 Madison Ave., N. Y. Bet. 63rd & 64th St. RE 7-4279

NAME TAPES

CASH'S WOVEN NAMES cost so little and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 22 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PERFUMES

FREE FOR THE ASKING . . . a tantalizing whiff of D'Orsay's stirring new perfume . . . Intoxication. Makes your head whirl . . . and his! Write today for a miniature vial of Intoxication. D'Orsay, 71 Fifth Ave., N. Y. C.

RENAISSANCE IN FASHION at the Metropolitan Museum of Art has set the newest style. In line is Renaissance Perfume, $20. to $1.25 and Renaissance Toilet Water, $1.95 and $1.10 by Scherk, N. Y. at leading stores

MAURICE BABANI PRESENTS at leading stores, his new perfume Princesse Nefertiti. A lasting and fascinating essence, used and made famous by the Egyptian Beauty. Perfume 1 oz. size $15. Toilet Water 8 oz. $4.75

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ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

ISABELLE BOONE—Stylist, color analyst, wardrobe planner. Beauty tips, remodels hats and gowns. Shopping service. Send photo, birth date, general description. 2700 Que St., N. W., Washington, D. C. Michigan 0046

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NU-NAP PROCESS—Guaranteed to remove shine and renap fabric on men's and women's silk or cloth wearing apparel. Mail or deliver garments to Best Way Shine Removing Co., 416 Madison Ave., N. Y. C. PL 3-9686

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SHOECRAFT, 603 Fifth Ave., New York City. Nationally recognized, foremost specialist fitting the narrow foot and heel. Sizes 2½-12, AAAAA-C. "Tall gal" models at $8.95. Send for Booklet VS. Prompt Mail Service. Charges

I. MILLER specializes in larger size shoes. Our Winter Collection, featuring sizes 8 to 11, widths AAAAA to C, is ready at 450 Fifth Avenue, at 40th St., N.Y.C. Write for Winter Catalogue. Charge accounts cordially invited

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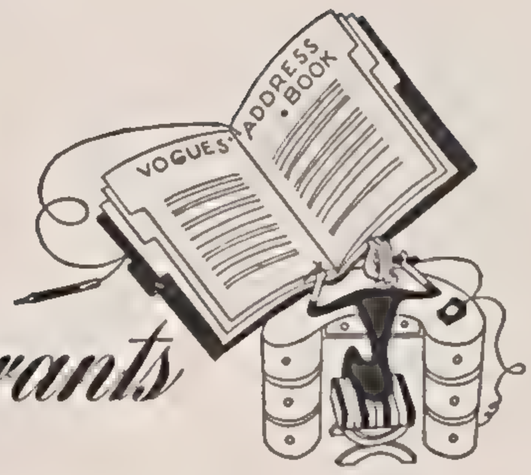
BOOK *and restaurants*



GLOVES AND BAGS. Remember the wonderful little glove and bag women who used to come to your hotel in the old days in Paris? Well, Marietta Larsen, right here in New York, operates on the same principle. All you do is call her at EVergreen 8-6455, and make an appointment for her to come to your flat.

She'll show you a vast variety of gloves, of fabric or leather. We think her simple gloves are best, but she also has the whimsical ones if you like them. There was a pair of sleek black satin ones that we found irresistible for a don't-dress-too-much evening.

The Larsen hand-bags are nice, straightforward ones that range in price from about $12 on up and up. There is a pleasant simplicity to the day bags, and just enough dash to her evening models. P.S. If you've been hoarding an old frame, here's your chance—let Mrs. Larsen design a new bag to fit it.

SHOES (Cont'd)

MOONEY & GILBERT. New York's favorite rendezvous for aristocratic shoes, sizes 2½-12, AAAAA-C. Famed for fit, smartness & comfort. Foot problems solved by mail. Write for Booklet SS. 35 W. 57 St., N. Y. C. Charges

FOOT DELIGHT SHOES . . . Exquisite styling with the magic Foot Delight cushion. When on Fifth Avenue see the exciting variety of new Fall styles at Stetson Shoe Shop, 385 Fifth Avenue at 36th Street, New York City

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LIVERPOOL SHOE REBUILDING CO. Shoes rebuilt, restyled, corrected to fit. Made longer, shorter, wider, narrower. Orthopedic experts. Dyed any color. Custom-made. World's largest. Mail orders. 138 W. 34 St., N. Y. (opp. Macy's)

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FOR SLACKS that really fit! Custom-made from men's all-wool materials by an expert breeches maker. Tailored to last & hold shape. $15. Ladies' suits, coats. Downhill ski pants. Jack Miller—The Equestrian Shop—123 E. 24th

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HAND-LOOMED SWEATERS—a blend of Real Shetland & imported wools. Hand-finished classic cardigan $6.75, slip-on $5.75. Free color card—20 shades. Village Yarn & Tweed Shop, Framingham Center, Mass.

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ENGRAVED WEDDING INVITATIONS. Announcements, Visiting Cards, Monogrammed Stationery. Quality engraving for three generations. Write for samples. J. P. Stevens Engraving Co., 112 Peachtree St., Atlanta, Ga.

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ROSE-DOR FARMS—Magnificent reducing and beauty haven. Dieticians, beauticians, all facilities for healthful weight reduction. Fine accommodations. Booklet. 30 min. from N.Y.C. Irvington-on-Hudson, N.Y. Tel. Irvington 1280

SLENDER LEGS! Marguerite Benson, Originator of Successful Scientific Method and Foot-Leg "Nastics". Reshape, normalize, strengthen Ankles, Calves, Knees, Thighs. 10 Treatments $25 up. 330 W. 72, EN 2-0333.

MANYA KAHN'S NEW NINE-DAY Wonder Course will give you a New Face and Youthful Figure in a surprisingly short time! A trial treatment ($3) will convince you. $50 Course now $35. PL 3-7623. 53 West 57 St.

GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN—17 East 45th St., N. Y. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines and liquors. Phone MU 2-9223.

RESTAURANTS—DINING

JANE DAVIES'—145 West 55th Street. Good food and excellent service are yours amid attractive surroundings. Luncheon—55c, 65c, 75c. Dinner—$1 and $1.25. Fine vintage wines and beer only. Closed all day Sunday.

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.25 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners —noon to 8:30 P.M. Fine American food. The most talked about dining place in New York.

THE CAVIAR—18 East 49th Street. "Where the best Continental Cuisine is served most reasonably!" Carefully selected wine cellar. Luncheon from 85c. Dinner from $1.25. Cocktail Hour. Telephone ELdorado 5-8998.

CAFE TROUVILLE—112 East 52nd St. Host to New York's smartest clientele. Open for luncheon ($1.25), cocktail hour, dinner ($2). Entertainment every evening after 9:30. Completely air-conditioned. Closed Sundays.

CAFE ST. DENIS, 11 East 53rd Street. For menus that are different and a real French Cuisine that adds zest to appetites—try our Dinner Supreme from $1.50; Luncheon from 90c. Closed on Sundays. ELdorado 5-8032.

RESTAURANT MAYAN—16 West 51 Street, Rockefeller Center. The popular rendezvous for luncheon, cocktails, and dinner. Unusual atmosphere. Luncheon entrées from 65c. Dinner from $1.75; also à la carte specialties.

GRAND CENTRAL TERMINAL Restaurant and Oyster Bar. Lower Level, The Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 70c. Dinner from $1.00, also à la carte.

HOLLAND HOUSE TAVERNE—10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner from $1.75. Authentic decorations.

CAFE LOUIS XIV—15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Period setting. Prix-Fixe Luncheon $1.50. Dinner from $2.00, also à la carte. Wm. Adler and his Violin.

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CORTILE RESTAURANT—37 W. 43rd St. Delicious luncheon 45c up—dinner 75c up. Featuring cocktail dinner at $1.10. Open 8 A.M. to 9 P.M. Closed Sundays. Rosella will read your character. In the Bar Building.

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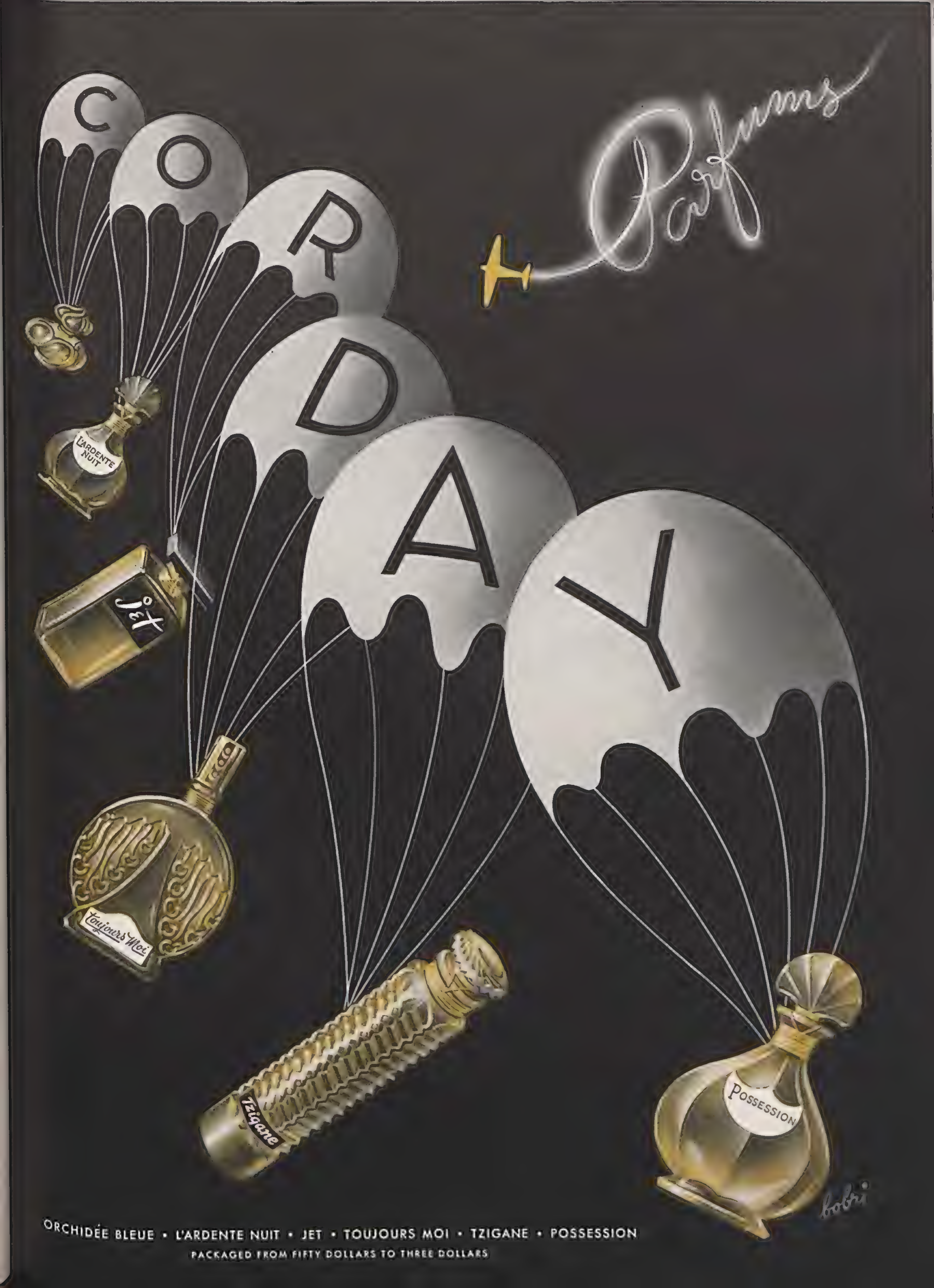

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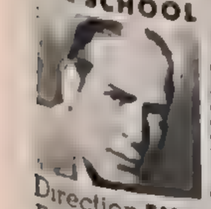

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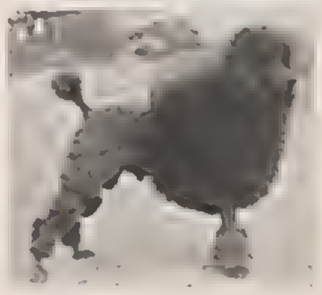

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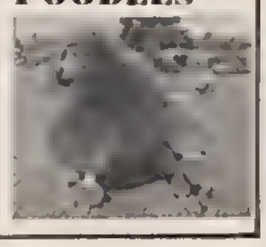

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THE DOG

THE pride of being the breeder of a good Fox Terrier enhances the pleasure of exhibiting him. Anyone can purchase a fine dog, but to plan that dog before his parents were mated requires considerable study. Ch. Varsity Flashing Colors; owner, Dr. James B. Harrison

IN "The Complete Fox Terrier," Irving Ackerman writes, "The Fox Terrier has straight legs, an expressive face, talkative eyes.... Originally, he had a liberal tail, but it has been edited and revised by man into a mere stump." Fox Terrier owned by Mrs. James M. Peacock

THE Fox Terrier is always ready for a romp, a walk, or a motor ride; he is a quick and alert watch-dog and a destroyer of vermin, par excellence; sensible, faithful, intelligent, full of courage, yet kind and gentle. Ch. Glynhir Glenstar; William L. Lewis, owner

THE truism "Once a Fox Terrier fancier, always a Fox Terrier fancier," has held good since the beginning of the dog-show movement, which took place in England late in the 1850's. A scene showing part of the Fox Terrier judging at one of the dog shows held at Darien, Conn.

Kennel and dog accessory advertisers will be glad to give first attention to letters from readers who mention the Dog Mode of Vogue

MODE

Featuring Fox Terriers

It is intolerable that a Fox Terrier be tied to a doghouse in the open, to languish in lonesomeness; Fox Terriers are companionable. Give a Fox Terrier care and consideration, and his confidence and respect for you will be unbounded. Flornell Spicy Morsel; Mrs. J. A. Farrell, jr.

The fine attributes of the Fox Terrier make him an ideal pet for all ages—provided the whip is not used. His sensitive nature makes him amenable to sharply-spoken reproof, but the use of the whip will cause the loss of a friend. Ch. Lucart Noel Serenader; A. Scharfeld

As a watch-dog, the Fox Terrier has the quick ear and the sharp bark of all terriers. He is not easy to quiet, if an intruder is about, but he is quick to recognize a friend of the household, or the daily delivery boy. Teetotaler's Kansan; Carl F. Neumann, owner

In the home, there is nothing quite like the affection and love the Fox Terrier has for children. He enjoys their romps, understands their foibles, and, most important of all, he is ready to guard and protect them. Ch. Tri-Wyre Lightning Emma; C. Douglas Wilson

DOG-TEX
REMOVES DOG STAINS! SAVES RUGS! ENDS ODORS!

It's the only *proved* dog stain remover! Really prevents rugs from rotting and bleaching. Money back guarantee. Thousands of satisfied users! Pint size, $1.25. 8 oz., 75c. *At your dealer—or write us direct.*

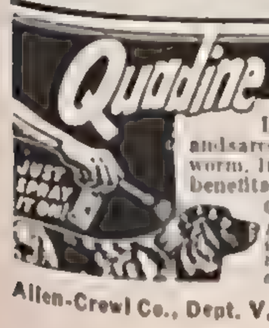
FREE!

CONSOLIDATED CHEMICAL WORKS
1703 South Halsted Street
Chicago, Illinois

Send now for free Leaflet "Helpful Hints in Housebreaking Your Dog."

Specific Questions on Dog Subjects will gladly be answered by THE DOG MODE OF VOGUE

Quadine Your Dog Against



DANDRUFF SCALES, ear and sarcoptic mange, canker ear, ringworm, lice, fleas, ticks. Has 15 added benefits—23 in all—more than any other dog product!

At better dealers or send $2.00 for introductory JR Quadine Spray-Set of bottle Quadine and special atomizer. Try it now!

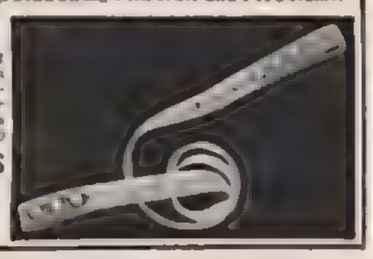
Allen-Crewl Co., Dept. V, 317 Superior St., Toledo, O.

Christmas Gift
TO DRESS-UP PETS
West Point Model
SAFETY HARNESS
in White

A CLASS Safety Harness! A Christmas gift in military styling to dress-up the tiniest Chihuahua, Saint Bernard or sizes in between. Tailored-to-fit WHITE Harness with superb leather mountings superimposed with red, white, blue V's for Victory and interchangeable sets of shields and pet's name in special light reflecting composition. Easy to launder. Highly sanitary! Send NO MONEY. Order C.O.D., $3.50 plus postage. (Or send $3.50, we pay postage.) Guaranteed or money refunded.

IMPORTANT: Take dog's body circumference at back of front legs with string. Send string with order and Pet's Name.

Military Model
WHITE LEASH
Five foot matching WHITE LEASH with rich leather mountings, red, white, blue light reflecting jewels $1.00



CURTIS CREATIONS
Dept. C
10 HOPPER ST.
UTICA, N. Y.

TRIM DOG and mileage too!

Why use up gas and tires taking your dog away to be plucked and trimmed? Do it at home with the famous Duplex Dresser and Chart. Duplex Dresser . . $1.00 Trimming Chart . . 25c (Specify Breed), Duplex Nail File . . $1.00, postpaid.

DURHAM-ENDERS RAZOR CORP. Dept. E, Mystic, Conn.

SENIORS!

Enroll today in . . . *Vogue's*

8th PRIX de PARIS

Here's Quiz Number 1 in Vogue's Eighth Prix de Paris. Answer four of the questions below. Three more quizzes will follow in future issues of Vogue. If you pass all of them, you will be eligible to submit an article—the final step in our annual career contest for senior college women.

QUIZ NO. 1

Answer any four of the following questions. Please be sure to number your answers.

Fashion

1. In 500 words, discuss the effect of government regulations on the fashions this year.

2. Look at the 'Under Twenty' fashions on pages 76 and 77 of the October 1 issue. Suggest a new way to present this feature, using as many of the fashions as you think necessary. Write an opening paragraph in 200 words.

3. Choose the five accessories from the October 1 issue that you think most important, and describe them in the manner of Shop Hound.

4. Turn to the feature 'The Lady With The Black Blouse' on pages 44 and 45 of the October 1 Vogue. Plan a similar Vogue feature, highlighting one article of dress. Write a caption and a paragraph of about 100 words.

Non-Fashion

1. Write a 'People Are Talking About' column, in the manner of the article on page 68 of September 15 Vogue.

2. In recent issues of Vogue we have shown Oveta Culp Hobby, director of the WAACS, and Mildred McAfee, Lt. Commander of the WAVES. Select another Woman in the News—tell how you would present her in Vogue. Write a short descriptive paragraph of 200 words.

3. Look at the article on page 86 of October 1 Vogue and write an article in 300 words on 'New Ideas in Present-day Entertaining.' Suggest appropriate illustrations.

4. Write a Vogue's Eye View for Vogue's Christmas issue.

COUPON

VOGUE'S PRIX DE PARIS, 420 Lexington Ave., New York.

Please enroll my name in Vogue's Prix de Paris contest.

NAME_____ SENIOR AT_____ COLLEGE OR UNIVERSITY

COLLEGE ADDRESS_____

HOME ADDRESS_____

THE CONDÉ NAST PUBLICATIONS, INC. V 11 1-42

John Frederics chooses Golden Arrow for Women and Men

John Frederics

29 East 48th St., New York
306 N. Rodeo Drive, Beverly Hills

Shop

Phantasy and Feathers. A hat so intricately cut and twirled that it looks like a three-dimensional model of some abstract mathematical formula punctuated with bursts of feathers. However, a Chinese warrior's helmet was the unbelievable inspiration for this disarming, charming hat.

It is a soft pink, velvet and silk with brown quills. Madame Vittu, 509 Madison Avenue. Beautifully and lovingly made. $35.

KAYS-Newport

"Beloved Suitor"

It's society's favorite "suit" shoe (we sell countless numbers of them in famous Newport). It's sleek and trim with big square bow, square heel and wall last. High or cuban heels. Black suede, black, russet, or blue calf.

AAAA to C • Sizes 3 to 11
Mail orders filled
Write for booklet

7.95

KAY'S-NEWPORT,
Newport, R. I.

HORTON JEWELS *are an investment in* BEAUTY

Ring illustrated contains

Large genuine aquamarine, 12 white round diamonds, 6 genuine Oriental rubies set in platinum in 14 K gold setting . . . $400.

Similar rings set with amethyst, topaz, and tourmaline centers at popular prices.

☆ ☆ ☆

Free—Send for large free catalog illustrating hundreds of beautiful jewels at Horton's low popular prices. Dept. YO

Horton *Fifth Avenue Jewelers*

545 FIFTH AVENUE, NEW YORK, N. Y.

Soap with a Flair. The insignia of the A.W.V.S decorates the face of each bar. But you won't be afraid to use this soap, for the design lasts as long as there is a bubble left.

Katherine Gray, at 15 West Fifty-Fifth Street, will make you any design or monogram you dream up, in any colour soap. These four bars, $1.50.

A Best Coat tailored with all of the care given to an officer's first uniform. We photographed it in a heavenly blue wool, just the colour for corn-silk pigtails, or button-black eyes. The tiny, artful collar is pretty enough to enchant any little girl, but the coat is simple enough to please any practical mother.

Marcelle Julien tailors it to order with knowingly deep hems and a warm-as-fur interlining. You may have a hat made to match, a miniature brimmed bonnet, a small Breton cap, anything that becomes small faces. Then try a dress to go with it.

Marcelle Julien, at 22 East Fifty-Fifth Street, has a touch with children's clothes that amounts to genius, and the growing pains of the very young are considered.

SAKS FIFTH AVENUE
New York, Chicago, Beverly Hills, Detroit.

Sweet Corn. Whimsical sachets of green satin ribbon with puffy yellow kernels as tempting as a just-ripe ear of Country Gentleman.

You can hang them up in a closet by their looped ends, or crib them in your lingerie to make it sweet as summer hay. Harvested at Hill House, 65 Pineapple Street, Brooklyn. Three $2.50.

Hound

Pulls Strings

Brown and Black makes good sense with furs and is wonderful double play for your accessories. This dress of a friendly cocoa-brown is laced and chokered with shiny black sequins for sparkle. It is good for committee luncheons. It has dash enough for holiday eggnog parties.

The cleverly cut waist will take pounds off your conscience. But the price will go light on your purse, $29.75. Toutmain, of 2 West Forty-Seventh Street, is a firm of old Parisian reputation which makes not-too-expensive clothes with a "difference." They have a particular interest in taller women, and they have excellent designs for them. Shop-Hound feels very warm toward their two basic evening dresses, one of crêpe, one of rayon satin that can be worn alone or with one of their embroidered evening coats.

Answer to an Afghan. If you have the courage to do a double star spread or an Irish crochet lace heirloom, you'll revel in this leatherette case of hooks.

Steel hooks, sizes 7, 9, 11, 13; plastic hooks in standard sizes 1-8, over-size hooks H, I, J, a bone bodkin, sew-up needles, $5. At Sara Hadley, 11 East Fifty-Fourth Street.

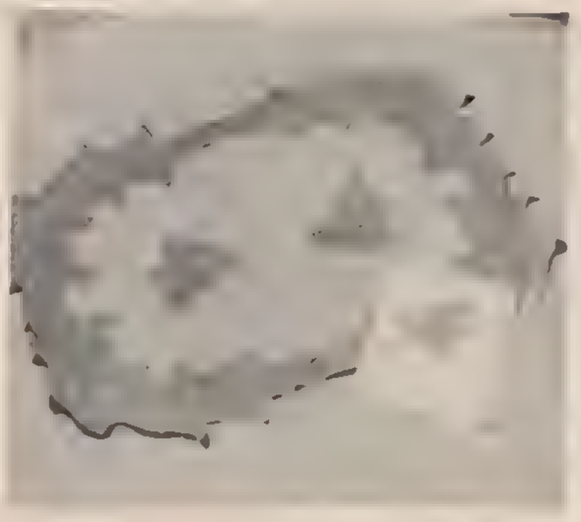
Tzigane. Soutache braid like the trimming on a gipsy fiddler's coat makes a snug snood and ornament on this sprightly hat. An insouciant pair of feathers tops it off.

The crown is as red and gay as a czardas boot, the brim as black as a Hungarian sheepskin. It is a brilliant accompaniment to a suit.

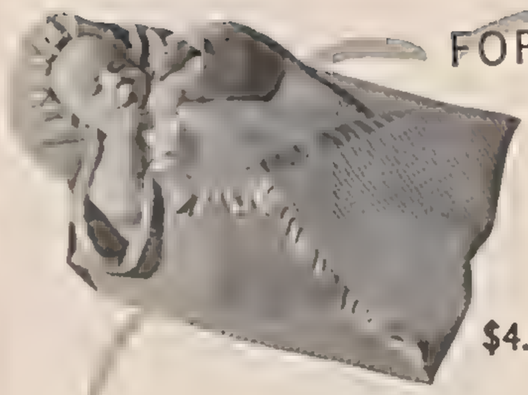
Try it on at Helen Liebert, 19 West Fifty-Seventh Street. This verve is yours for $29.75.

Fragile Organdie and fine linen contrast in a charming luncheon set. There are eight mats with a young, green-ivied border; eight linen napkins with an individual ivy leaf.

These are hand-made by Eleanor Beard, in any colour or combination. The set of 16, $25; with a runner $32.50. A tray set, $5.50, 446 Park Ave.



VOGUE STUDIOS



FOR THAT NEWLY ARRIVED
"Bundle from Heaven"

$2.45

$3.45

$4.95

Adoring parents, uncles and aunts, here's a lovely ensemble that would make any baby gurgle with joy. These Fleer Swiss Weave Infants garments are made from a blend of wool, 50% and rayon, 50%, in an exclusive deep, waffle weave. So downy soft and toasty warm, so lovely in their luscious baby colors of Pink, Blue and White, they are really irresistible. The complete ensemble, consisting of Hoodn'wrap, Sacque, Robe and Blanket, only $15.20 postpaid. Individual prices as shown.

36" x 50"—$4.95
45" x 60"—$5.95

Fleer SWISS WEAVE CREATIONS

FLEER ASSOCIATES, MERCHANDISE MART, CHICAGO

Lovely Permanents
FASHIONED BY EXPERT HAIR STYLISTS

Try Laurent's SILVERYTONE for pale, dead-looking white or grey hair. Eliminates yellowish streaks. Keeps it a beautiful, lustrous silvery grey. $1.25 bottle, prepaid.

Laurent
COIFFURE D'ART
683 Fifth Avenue New York

TALL GALs!

"P.M."
$12.95

Guaranteed by Good Housekeeping

..IT'S IN YOUR SIZE...

...AT LAST! YOUR DREAM IN A SIMPLE D'ORSAY PUMP...
...CLOSED-TOE AND FLAT HEEL, FOLLOWING A NEW TREND...
...IN BLACK-OUT SUEDE...
...DESIGNED FOR INTRIGUING FLATTERY THROUGH WORKADAY HOURS ON INTO LATE P.M. DOINGS...

SHOECRAFT
603 FIFTH AVENUE • NEW YORK
All sizes 2½ to 12 • AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
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COSMETIC BRACELET

Complete with Powder, Rouge, Lipstick, 3 Puffs and 2 Mirrors, cleverly hidden within the bracelet. A turn of the gold-decorated band transforms this unique bracelet into a complete make-up kit. Ultra-smart! $2.20 Postpaid complete with 9 extra refills. Tax paid!

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Another original coiffure ... all waves ... no curls

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SALE PRICE
$3.59

The Perfect Gift

Fine quality, washable, rayon crêpe Blanket Covers. Richly finished with satin bands and monogrammed to your order. Available in Tea Rose, Dusty Rose, Light Blue, Pink, Yellow, and Eggshell.

$4.95 double bed size
Monograms $1.00 extra
Matching pillowcase $1.95
complete with monogram
Write for samples of colors and our pre-season Gift Catalog.

ALBERT GEORGE
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★ **Which is Yours?** ★

Hand-set with sparkling rhinestones on hand-wrought sterling silver in the manner of the most expensive jewelry—these and other insignia are always available at Gerlou Fifth Avenue, $5.50, tax included.

Write for Christmas Catalogue.

Gerlou
Fifth Avenue
501 FIFTH AVENUE, NEW YORK

Over 1,200 to Choose From
Right at Home—No "Shopping Crowds"!

"Different" Gifts for Men, Women, Children. Novelties for the Home. Gift Cards, Wrappings. Smart Gifts in Leather, Silver, China, Glass. Men's and Women's Watches, Jewelry, Diamonds. ***Special Gifts for Soldiers, Sailors, Marines.

WHY elbow through jammed stores this year? Do as thousands of others do—let *America's Smart Mail Order Gift House* save you time, trouble, temper! Immense variety of beautiful, useful, DISTINCTIVE gifts for everyone on your list, at prices you wish to pay, from $1 up! Our 76-year-old policy is *Satisfaction or Money Back.* We pay postage, guarantee safe delivery. Our FREE BOOK makes it fun to "shop at home," saves you money. For your free copy, address penny postcard at once.

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Opens a new
SELF SERVICE DEPT.

Learn professional tricks for keeping your hair spick and span and well dressed at home...Five hours instruction for $10... Four classes daily, two on Tuesday evening . . . Telephone CIrcle 7-5350 for further information.

714 FIFTH AVENUE • NEW YORK

Shop

Quilter's Delight, or a knitter's dream. A hand-finished maple bowl just elbow-height to hold all of your patchwork or bulky soldier's knitting.

It is sturdy, too, for there are four legs to keep it trip-proof. It makes a wonderful catch-all for polished apples or buttery popcorn in front of the fire.

This glowing, hand-rubbed maple stand is country-minded. Express collect, $12. H. A. Milton, Box 95, Westfield, N. J.

Chinoiserie. Bolts of tribute silks, rolls of pure silk Honan pongee, rare stem ginger, fine jasmine tea, age-yellowed ivories, jewel jades fill Gunn and Latchford's fascinating shop like a treasured hoard of the Khan's. You will probably get no farther than the pongee, however, the names of the colours are so intriguing.

It comes in thirty-five different colours, firecracker-pink, Burma-red, barely pink, bamboo, and on through the Chinese rainbow. It is celestial for blouses now, for dresses later. $1.50 a yard, and thirty-three inches wide. To be seen at 323 Fifth Avenue.

Suitable Shoes for suits, for walking this winter, when you'll walk, willy-nilly. City shoes with rural comfort.

You can have them in an earth-warm brown with buckwheat honey-coloured tongues and heels, or all in black suède and alligator.

The French Bootery, 22 East Fifty-Seventh Street. $15.95.

Old Settings, those idle tie-pins, part of a forgotten legacy, the jewellery you never wear and don't want to keep—they need not clutter up your jewel-box. For Pieter De Witt will buy them from you. Pieter De Witt is as respected and Dutch as Delft tiles. And if it is an appraisal of your jewellery you want, they'll give you one accurate as a formula. 535 Fifth Avenue. Convert your jewellery into patriotic savings or discreetly dispose of your plate.

Handsome and Timely—sterling silver cuff-links for the Air Corps or Naval officer. OD regulations make it so difficult to give anything personal to an officer that these come as a happy surprise. They can be worn, and they are appreciated. The Navy links have part of the insignia picked out in gold wash to correspond with the cap insignia.

The Air Corps set is as plain as a parade ground, with a hand-hammered look.

Rogers Peet also has an excellent gift for any Service man, Corporal or second-class seaman, a trim, zippered overnight-case for a sudden 24-hour furlough. The links, $5; the bag, $5. At Fifth Avenue and Forty-First Street.

VOGUE STUDIOS

Hound

Pulls Strings

Gourmet's Corner. Fine cheeses in wine for very special canapés. There is a Stilton in Port, an Edam in Sauterne, Cheddar in Port, a pungent Gorgonzola in Brandy.

These cheeses come in fat tubes for easy spreading, and you need not give a tube to get a tube, although you might use them elsewhere. A smoked oyster paste may be substituted for any one of the cheeses, and each kit is provided with thin, thin rye wafers, a perfect foundation for the spreads. Dutchess Food Specialities makes all kinds of wonderful gourmandise in cheeses. This set of five, $2.10. 1949 Park Avenue.

Shaving Smock to keep a man tidy and save his last pair of trousers with cuffs. It has as many uses as a woman's apron.

The smock is made of English terry-cloth in white or navy-blue, a light blue, beige, wine, or canary. Have it initialed in one or two contrasting colours, or have it made in a light-weight linen for very hot climates.

It comes from that great shirtmaker, A. Sulka & Co., 661 Fifth Avenue. The price is $27.50.

Baby-Clean Skin. Ella Baché, in her salon at 24 East Fifty-Fifth Street, cleans your face with steam, then scrubs it oh so gently with pumice and a mild basic soap. After a soporific massage, a mask is brushed on to fit your needs. There is a lanolin and oil mask to leave you pink and glowing and ready for her good-as-Nature make-up. The preparations used follow her Paris formulæ.

Chocolates . . . The gift that'll be remembered. Miss Saylor's Gold Remembrance Assortment. Luscious, homey-tasting French Cream chocolates and chewy chews made of pure cream and fresh table butter. Dipt in fine-flavored, fresh, dark and milk chocolate.

1 lb. 10 oz. . $2.15 5 lbs. . $6.50

Coffee-ets . . . For a Christmas "pepper-upper" send Miss Saylor's Coffee-ets. These smooth, small nips of pure cream and real coffee candy. They're as bracing as a cup of morning coffee and just as welcome. Individually wrapped, they go anywhere and keep perfectly. Grand for the boys in service.

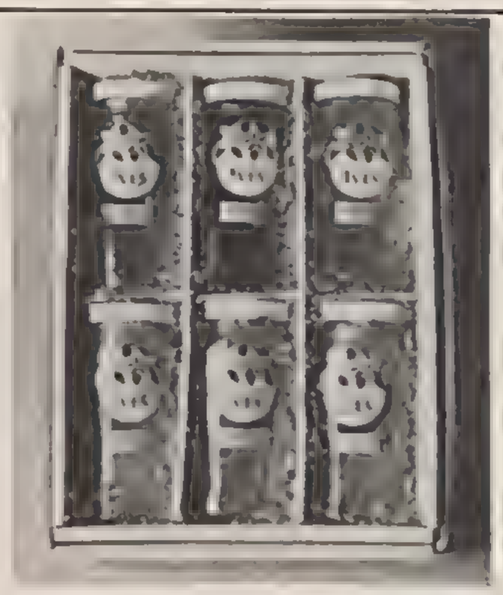
7½ oz. . . . 60¢ 1 lb. . . . $1.10

MISS SAYLOR'S CHOCOLATES, INC.
Incenell Avenue • Alameda, California

Carve a Festive
PINESBRIDGE FARM
Original
SMOKED TURKEY
NOW... for a foretaste of Christmas Cheer

FOR folks who can't wait—a special early smoking of a few prime birds from our Christmas flock is just now coming to the exact turn of golden-brown deliciousness over fragrant applewood embers. Taste one of these succulent *smoke—cooked* turkeys, and you'll say: *"This is the unique Christmas Gift to my friends."* Each bird an individual masterpiece, personally cured and smoked by a man proud of a 3-generation tradition of turkey-smoking. Turkeys come *All Ready-to-Eat.* Price $1.50 per lb., net smoked weight. From 7 to 16 lbs. Express prepaid in U. S....

PINESBRIDGE FARM
Route 2, Ossining, New York



BOX OF TROPICAL GOODIES

For that Christmas remembrance for the Boys in Service, and for your other friends.

Six 8 oz. jars, including 2 Guava Jelly, 1 Tangerine Marmalade, 1 Papaya Preserves, 1 Orange Marmalade and 1 Rangpor Lime Marmalade.

$2.00 Express Prepaid in U. S. A.

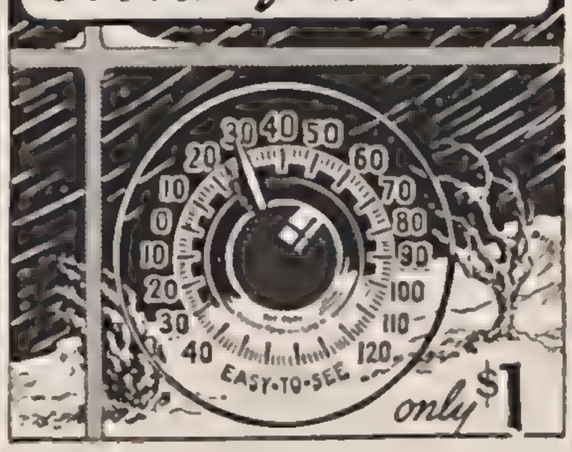
Order early for prompt delivery. And write for information about other gift packages.

Howard Preserving Co.
Little River Station Miami, Florida

Vogue says:

FOR VICTORY...BUY UNITED STATES WAR SAVINGS BONDS AND STAMPS

SEE *at a glance* HOW COLD IT IS OUTSIDE *from inside*

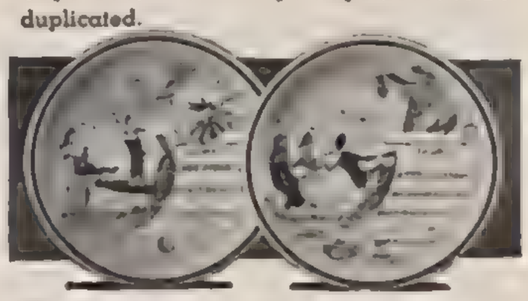


with this IMPROVED TYPE EASY-TO-SEE Thermometer

3" glass dial attaches *anywhere* on window—always visible. You look right thru it. Big numbers, easy-to-read even 10 feet away. Weatherproof, reliable, accurate (can be adjusted with weather reports). Also sash screw type—costs $1 each, postpaid, no tax. Indoor Hangup type $1.25. Money-back guaranty.

PRECISION PRODUCTS CO.
25 Bedford St. Waltham, Mass.

Gifts ★ HUNDREDS ★ OF UNUSUAL GIFTS FROM THE WHOLE WIDE WORLD —China, England, Bali, South America, Switzerland, India, Celebes, Portugal, Cape Cod, etc., some perhaps never to be duplicated.



242. French Opera song plates, exact reproductions of those famous plates made in France years ago. Words, music and illustrations in colors. Plates are 8½ in. in diameter and there are eight different subjects from William Tell to Faust and the Barber of Seville. $1.00 each. Set of 4 assorted plates $3.95

The *NEW CATALOGUE* of KELLOGG SELECTIONS is full of original and surprising "Finds" all pictured and described for you. Inviting prices-more than 200 at less than $2. Each article is attractively wrapped and comes to you postage paid with our guarantee of your complete satisfaction.

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It's Smart
TO SELL
YOUR DIAMONDS NOW!

It's Smart . . . to convert your outmoded jewelry, gold, silver into cash at today's top prices.

It's Doubly Smart . . . to invest this cash in U. S. War Bonds.

It's Triply Smart . . . to deal with a reliable, well-established firm (1898).

Bank References gladly furnished.

Visit our private consultation rooms or mail your pieces directly to us.

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608 FIFTH AVENUE
at Rockefeller Center Suite 504
Loan Tickets Purchased ME 3-4822-3

Shop Hound

Time for Beauty

Even just for jewellery's sake, you'll want this heavy, chunky gold bracelet-watch. It has an 18-jewel Patek-Philippe movement, with all of the hair-splitting accuracy and reliability of an official naval chronometer. It is sturdy enough to wear with tweeds, lovely enough to wear dancing. Cartier, Inc., Fifth Ave. and Fifty-Second St.

Whether you are timing your daily exercises or clocking a walk through the park you will want time for your beauty and beauty for time. This rosy, warm 14-karat gold watch by Movado is perfect flattery for you and for your skin. It is a 17-jewel affair by a world-renowned Swiss watchmaker. On show, Tiffany, 727 Fifth Avenue.

A party-piece timepiece, but not too extravagant to frighten you. Two deep purple amethysts flank this tiny 17-jewel wristwatch lavishly. And a row of pin-point diamonds frames the simple face. There is a neat platinum case, and a trim black cord, for a malleable personality. Black, Starr & Gorham, 594 Fifth Avenue.

A useful and handsome watch to see you from First Aid classes to an early dinner, to time the beauty schedules in this issue. You'll need a good watch and this 17-jewel Gruen sports watch is an excellent choice to make. There is an alligator strap for security, and a gold case for long wear. From Marcus, 679 Fifth Avenue.

VOGUE STUDIOS

A man's watch, indestructible and dependable, this Rolex watch has a patented crown which makes it absolutely water-proof. There is a second hand that makes it a must for a doctor or an officer, and the easy-to-read dial is a warden's delight. There are no perishable materials used. Shreve & Co., San Francisco, California.

Our Bedroom and Dining room suites attract immediate attention through their exceptional beauty and are finding ready sales through their value-giving prices

You are welcome to visit our showrooms in the following listed cities

NORTHERN FURNITURE CO.

Boston Cleveland Chicago Cincinnati Detroit Kansas City Milwaukee Minneapolis New York Philadelphia Pittsburgh Sheboygan St. Louis

FOR LOCAL ADDRESS CONSULT TELEPHONE BOOK AND PLEASE NOTE THAT PURCHASES MAY ONLY BE MADE THROUGH AUTHORIZED DEALERS

FASHION
COLLABORATION
BY
MADAME COW
AND
L'Aiglon
Madame Cow, no doubt envious of
Madame Sheep, has horned in on the fashion
picture and is now giving her milk to
the best fabrics. One such fabric is "EVERFAST'S"
Sunserge, exclusive with L'Aiglon. Made
from 85% rayon, 5% wool and 10% Aralac (milk to you);
it looks and feels like a fine wool flannel. But it washes like cotton.
Left: EYE-CATCHER — Blue, aqua, pink, beige, grey, white. 10 to 18. $8.95
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your skin dewy and translucent; Face Powder, because it
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FACE POWDER
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SPUN RAYON
Glorified...
by
McCallum
and
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Another hit in the McCallum wardrobe of stockings!
For out-of-doors... a beautiful, sturdy rib stocking that looks like lisle... is stronger than plain rayon... feels softer and smoother than either!
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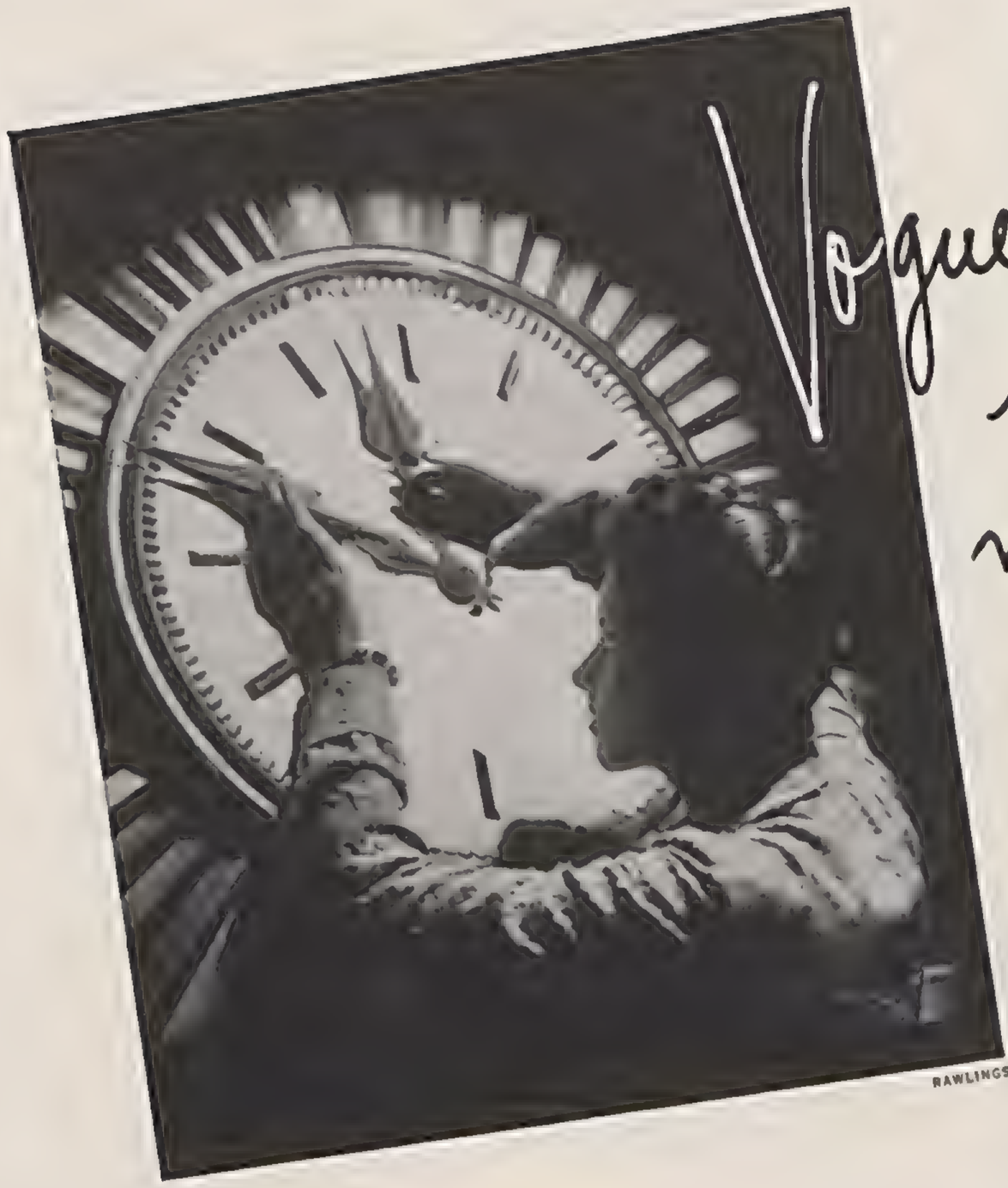


Vogue's-eye view of making time for beauty

WELL—it's about time. This issue, and clocks, we mean.

But it's about time, too, that women-busy-for-the-first-time learned what women-who-were-always-busy have learned. The less you have of that precious commodity, made up of seconds and minutes and hours, the better you learn how to use it.

When the minutes start jostling each other, like children on a stairway to recess, then is when you need a schedule. Then is when you have to learn to manufacture time. Then is when you have to learn how to cut a pie-wedged slice out of your clock, and reserve it, against all distractions, for what you want to do.

We've made a time-table for Beauty, in this issue. A maximum sort of time-table. If you miss the beauty-train by a few minutes it doesn't mean you can't get to your destination. But if you provide for an initial schedule of the most number of beauty-minutes, you may soon learn to cut them down by beauty-practice.

You will read in the pages which follow that a full minute spent on the scarlet of your mouth is well-spent. Twenty minutes a night with creams and lotions, and your own two hands, is not an extravagance in time. Eight hours of sleep makes age halt in its purposeful tracks. An hour to dress in the morning, and fifteen minutes of it for make-up, will keep you from spendthrift fussing and patching throughout the day. Eight minutes to make your hair glossy and really set are small change during a busy day. And twenty minutes to whip through a few exercises are pennies in the savings bank of your energy.

This book is a guide, generous with minutes. Contract these minutes, if you must. Increase them, if you can. But use this guide. From it, make your own personal beauty schedule—a real, working schedule to paste in your engagement book, or on your bathroom mirror. And if you follow it—you'll be surprised to learn just how much Father Time can do for Mother Nature.

Just a minute, dear!

"Just a minute, dear, while I put on my lipstick."

Just a minute—maybe two. The man in your life glances skeptically at his watch, and sighs or not, according to his disposition. Let him. Go right ahead and snatch that minute out of the stop-watch schedule we're all running on now. Make yourself a little lovelier. In his heart he doesn't mind.

Not even hard-headed economists and statisticians and plant managers and war production chiefs begrudge you that minute. In fact, they advocate time for beauty. They see the curve of production spiral up when women workers are permitted to wear lipstick. They see output jacked up when "powder rooms" are installed in defense plants, when women workers are given pretty hyacinth-blue uniforms and non-inflammable turbans designed by Lilly Daché. One plant finds it pays to supply their personnel with cosmetics—free.

In England, they say, "Scarlet stiffens the spine." Could it now mean lipstick? In England, after months of trial and error, cosmetic rationing has been eased. Curtailing cosmetics, they found, curtailed work. Women, the records showed, worked best when they felt best...and looked best.

Of course, cosmetics aren't all. Heroism never hung on a hair-do. Putting spirited red on your lips won't take the place of the important kind of spirit in your heart. As one lipstick advertiser so honestly put it—don't expect your lipstick to win the war. If you want Victory, buy War Bonds, do war work, take on unwhiningly the grubby little jobs that have to be done, the un-glamorous jobs which have not one thing to recommend them except the fact that they have to be done. Granted all this: it still remains that the best face you can manage for yourself sometimes puts a better face on many a drab outlook.

With all these new jobs swallowing up your time, with pressure nibbling away at your nerves—learn to organize your time. For the less you have of that precious commodity, time, the better you will have to use it. To use the little left-overs for yourself, and for your looks. You are *still* a woman (doing a man's work perhaps) and not an automaton.

Just how little time you need for your looks—we outline in this issue. We give you a maximum schedule that in the end will save time for you. Happily, the best things you can do for your beauty are the same things you ought to do anyway to be most useful and efficient—things such as eating well, getting plenty of sleep, not letting yourself lapse into fatigue and frazzled nerves, getting a decent minimum of exercise and relaxation. With this kind of sound basis for beauty, actual upkeep and refurbishing time can be cut to the bone.

If you were to spend twenty minutes tonight, with a battery of creams and lotions, and the correct massage strokes—you would not wake up tomorrow suddenly looking a new person. It won't make of a haggard you an alert you, in a minute, the way a slash of lipstick will. But *time*, and the creams and the lotions and the massage strokes, can make you gradually look a new person—because of your very much-improved complexion. *Time*, and your weekly hair-setting, and your hair-brush, can make your coiffure one of your very best accessories. *Time*, with eye creams and eye baths, and a flick of mascara, can brighten eyes which might have become dull. *Time*, and a little energy for exercises, can give you a better figure, more energy. *Time*, and some gumption and a list of calories, can evaporate those loathsome extra pounds. Time to see that your nails are flawless (and the polish is right with your lipstick) is time spent to give your hands ten extra jewels.

These take the long pull: your complexion, your hair, your figure. But there are lots of quickies, besides lipstick. Lots of other minute-fillers which will help with your temporary, or your eventual, beauty. The little things that you can do while you telephone, while you make out an order, while you read, while you listen to the radio, when you finish something more quickly than you thought you could. Or...little things you can do if that skeptical man keeps *you* waiting for just a minute, dear. (You'll find these on the next two pages.)

Just a minute (Continued)

• Granted!...you haven't time, these days, to "fuss"...you haven't time, often, to linger over beauty rituals. But the best way to get the most beauty care out of your time is: use odd minutes where you need them most. Just a minute is all the time that any of these beauty rituals takes. Most of them you can do while you're doing other chores—it *is* possible to do two things at once.

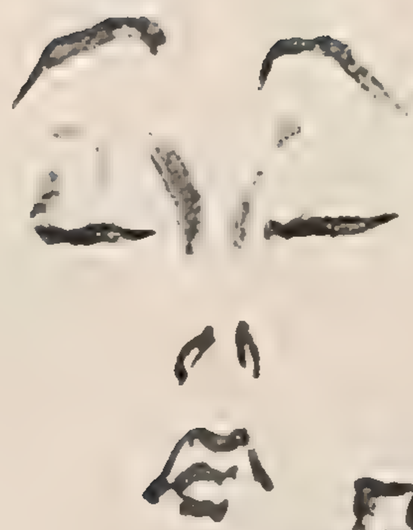
• In the anonymous dark of the movies (or black-out), shut your eyes tight and open them wide several times...then roll them around in a circular motion...it's an anti-strain measure—beautifying, too.

• Bonus for your hair—twenty *extra* strokes with your brush while you run your bath-water. (Brushing helps to strengthen the muscles of your bosom, as well.)

• Another bosom-friend is a simple exercise—finger-tips pressed together, elbows held out straight. You can do this while you're reading, or listening to the radio.

• Use a good anti-perspirant under your arms...it's one very important minute, never-to-be-forgotten.

• In the morning, when you're ordering, slip off your mules and try to pick up a pencil with your toes. It's a worthy feat—and your feet and arches will appreciate it.



• Take a whiff of tingling smelling salts when you're losing your grip...it takes only ten seconds to stiffen your spine.

• Push back your cuticles with vegetable oil and a cotton-tipped orange-stick—a push-over to do while you read the morning paper.

• One short minute is all that's needed to apply a special hand-cream—one that protects your hands, keeps dirt, dust, paint, and grease from soaking into your skin.

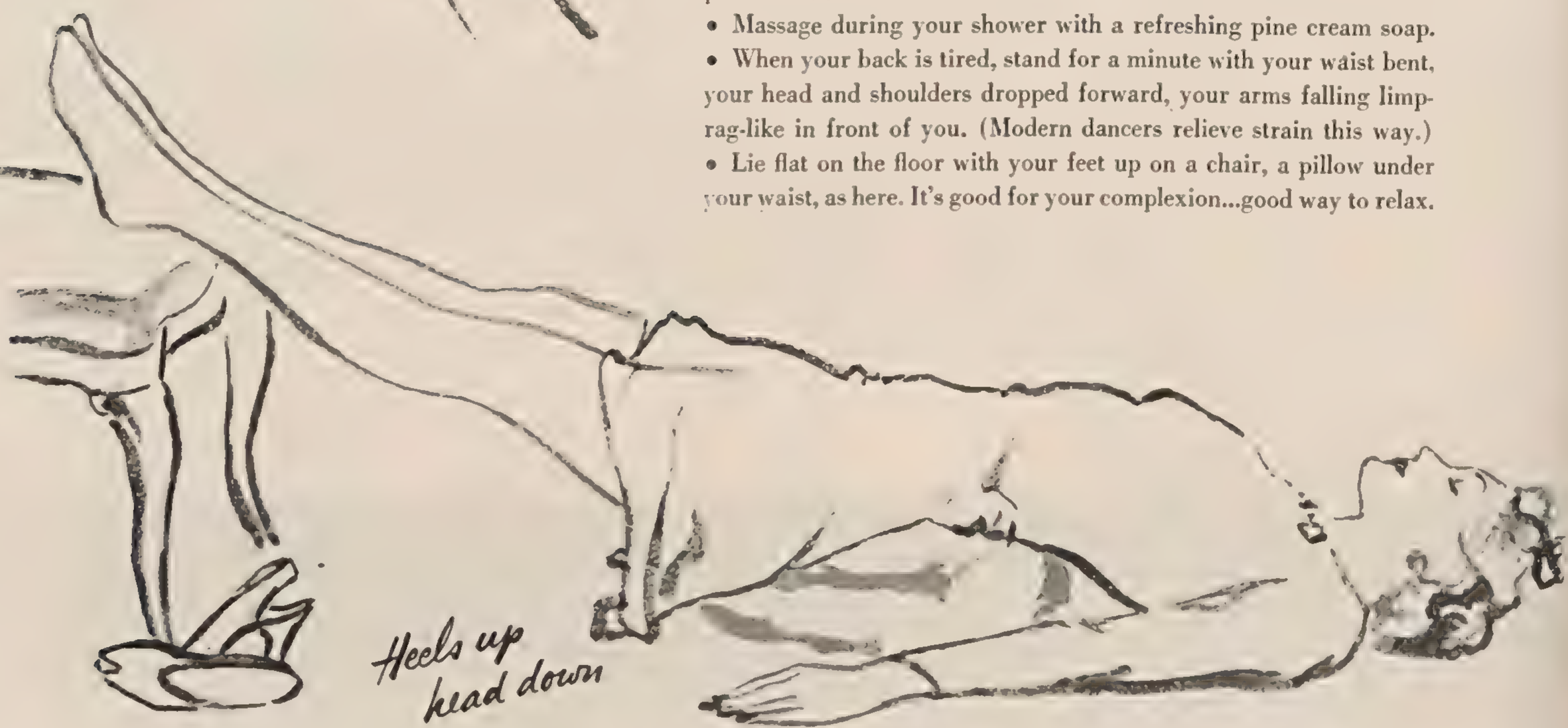
• Just thirty seconds to re-rinse your hands after washing—to make sure that no soap is left to crack your skin.

• When a telephone number that you're calling signals "busy," spend the minute you wait, taking stock of yourself. Align your eyebrows, check on your finger-nails...plan out your day, making room for improvements.

• Massage during your shower with a refreshing pine cream soap.

• When your back is tired, stand for a minute with your waist bent, your head and shoulders dropped forward, your arms falling limp-rag-like in front of you. (Modern dancers relieve strain this way.)

• Lie flat on the floor with your feet up on a chair, a pillow under your waist, as here. It's good for your complexion...good way to relax.

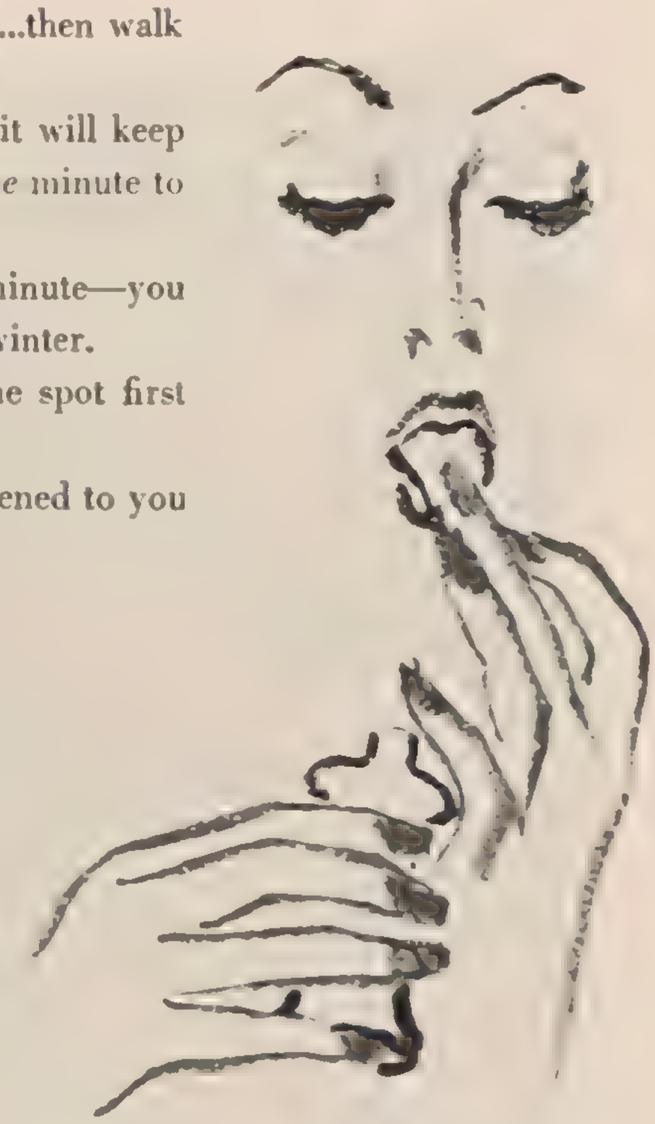


• Eye-opener...one teaspoonful of eye wash. And keep your eye wide open over the liquid.
• One split-second, to take Vitamin B's (via yeast)...you do a lot for your health, and for its by-product, beauty, each time.
• Whisk! (Timed, one second) to rub the powder off of your compact mirror...the fuzzy-focus is a little too kindly to your looks.
• Find one minute, frequently, to clean your teeth with dental floss. One dentist we know says that this is the best way to see less of him.
• Re-trace your hair-line and the part in your hair with a piece of cotton dipped in hair tonic.
• Change your every-day make-up into a special make-up by adding mascara and eye shadow. Don't try to sweep the floor and drink tea while you're doing it, though. It's an all-absorbing job.
• One minute of your time, please, for a few drops of perfume... apply it with cotton, and pin the cotton to your lingerie. Take one full minute more to close your perfume bottle carefully.

This is eye wash

Whistle while you work

• Whistle while you work...it's good for your face-lines, good for your mouth. Good, too, for your breathing.
• One minute...plan to be *one* minute late. Spend the minute walking more slowly...taking it easier. You'll look better, feel better for it. (Profit from the new speed regulations.)
• Takes not more than a minute to change over to a lipstick that's geared to muted electric lights at dim-out time. Not much more time, to see that your face is powdered very thoroughly.
• Dip into a creamy masque...not for a lengthy ritual...use it this time for a simple one-minute face-wash.
• Do a few hand-to-toe bends for your waist-line's sake...then walk pigeon-toed around the room—it's a good foot exercise.
• Put an emollient hand-cream on your legs and feet...it will keep them from chafing this winter. And note: it adds only *one* minute to the time-quota for your bath.
• Don't, please, sit knotted up like a pretzel. Relax a minute—you will need good circulation to help keep you warm this winter.
• Don't use make-up directly over a blemish...cover the spot first with a dot of flesh-coloured acne lotion.
• Think, for a minute, of the nicest thing that has happened to you in the last ten years.



Minute for your mouth

• Put a drop of mouth freshener on your tongue...do it several times a day. It's refreshing, tingling...vital, if you smoke.
• Add a minute to the time it takes to put your stockings on.... See that the seams are on the beam. Tug *gently* to avoid shooting a surprise ending.
• If yours are helping hands (and very likely they are), put hand lotion on at night, and wear cotton gloves to bed. For all its familiar ring, time spent on hands is well-spent time.
• Scratch a bar of soap, till your nails are coated...it will keep your nail-polish from chipping when you're doing house or garden work.
• To release tense muscles and bring colour to your face, cross your arms in front of you. Then put your left hand on your right shoulder-blade, your right hand on your left shoulder-blade, and rub hard.
• Too, take a minute out to close your eyes...then concentrate on making your mind draw a blank. Try it—it will take the pucker out of your forehead.
• And look well, if you will, at the coiffures on pages 44 and 45. Perhaps you can find a new way to wear your hair...in *less* than a minute.

10 Years-and more-of Beauty

Seven women versus ten years... proving that real beauty grows with time

On these four pages are seven women as they were ten years ago and as they are today. They have grown more beautiful in the past ten years. Their beauty, like that of many other women, is a constant factor which neither flares in youth nor fades suddenly. To most of us, true beauty these days has a soft gauntness, made of hollows and planes, of overemphasized irregularities. It has a cut-away, sculptured look. And it wears well.

These women, in the opinion of their contemporaries, are beautiful. Of them all, only Lady Diana Cooper is perhaps a classic beauty. She fits the beauty canons laid down by the ancient Greeks and Romans. The others shown here break all the rules, except those of Botticelli, whose requirements for his Venus model were simply this, "slyly pointed chin, prominent cheek-bones, and eyes as wide as with fever."

Like all beautiful women, these seven possess an intangible hallmark—the "airs of a beauty." William Hogarth, the great English painter, summing it all up, said, "Beauty depends on fitness, variety, uniformity, simplicity, intricacy, quantity." See?

CECIL BEATON

Lady Diana Cooper

The beauty of the former Lady Diana Manners lies in her classic nose, her studied stillness, her pink-and-white-and-goldness. In ten years the blazing beauty of the Madonna of "The Miracle" has crystallized into a startling prettiness, an enameled delicacy. Today she runs her one-woman farm in England

Mrs. Henry R. Luce

The beauty of the famous Clare Boothe is both fact and fable. It lies in her pale, fluffy hair, her hell-for-leather chin, her round, china-blue eyes. In ten years her beauty has become more golden, more surprised. Today she is running for Representative to Congress from Fairfield County, Connecticut

STEICHEN

FOUR PHOTOGRAPHS BY HORST

Mrs. Harison Williams

Her beauty lies in her blue-green lynx eyes, her tiny pointed chin, her silvery, up-springing hair, her controlled eagerness. In ten years this beauty, accelerated by know-how in dress, know-how in living, has achieved plastic perfection. Today she is working for her favourite cause, the Friends of Greece

More photographs on following two pages

NOYNINGEN-HUENÉ

HORST

Mrs. Huttleston Rogers

Her beauty lies in her delicate raw-boned frame, her tilted black eyes, her finely drawn features. In ten years her beauty has become sharper, the Carmen quality has boiled down into an exciting, gaunt chic. Today her big-knuckled, sensitive hands are working for the Medical and Surgical Relief Committee

HERMAN

HORST

Mrs. John C. Wilson

The beauty of the former Princess Natasha Paley lies in her translucent skin, her tiptilted nose, her Slavic cheek-bones. In ten years her silky softness, her small tense face, her hungry eyes, have become more appealing, more like a startled dik-dik. Today she works for the many war relief benefits

SHEELER

LUSHA NELSON

Mrs. Howard G. Cushing

Her beauty lies in her flowing tallness, her big-girl grace, her thick copper-coloured hair, her squeezed-up, laughing eyes. She is incontestably beautiful in a straightforward, untrammelled American way. In ten years her beauty has clarified, has gained a certainty. Today she works for Navy Relief

CECIL BEATON

HORST

Mrs. William Rhinelander Stewart

Her beauty lies in the glossy, naked whiteness of her skin, her soft, red mouth, her shrewdly simple hair. In ten years her beauty remains unchanged; she retains the look of an artful daffodil. Today she is both the Mona Lisa of Broadway first nights, and a Nurses' Aide at New York's Woman's Hospital

20 Minutes' Complexion Insurance

Beauty Is a Routine Matter. You can't take a pill and become beautiful, more's the pity. If you *are* beautiful, you can't take a pill and stay beautiful, still more's the pity.

Or is it? You can't wash your hands once a year and stay clean, either, but you don't think to complain about it. And the time you have to give—the *regular* time—to beauty ought to be given at least as ungrudgingly as the time you give to cleanliness. Matter of fact, the two times overlap a lot, as this article will, in some detail, remind you.

And the night-time, just before you go to bed, is by all odds the most logical time for your major beauty chores...your preventive-corrective chores. Because you've the grime and tiredness of your busy day to work on. Because you've the long hours of rest and inactivity after to count on.

Twenty minutes to devote to this may seem exorbitant to you. But twenty minutes are mighty little when the visible rewards are so good...when you are bound to look better, feel better, be better for your trouble. Trouble? Why, it's a pleasure.

This Is the General Idea. Do everything you can, of course, to simplify your beauty care; the simpler it is, the more likely you'll be to stay with it. If your skin has the great good fortune to be normal, you may need only three essential preparations at night: cleansing cream, skin lotion, and night cream. Choose your kind of cleansing cream purely on a basis of personal preferences; cleansing cream does nothing but cleanse. Decide only whether its fluffiness, heaviness, liquefying, or non-liquefying qualities make it easier and more pleasant for *you* to use the cream on your particular skin.

Make a small pad of cotton squeezed out of cold water, dip it in your skin lotion, then add cleansing cream to the pad and "wash" your face and neck thoroughly. Remove the cream with tissues.

Then wring out of cold water another cotton pad, dip it in skin lotion, and remove all oily residue from your skin. Pat briskly for a few minutes to stimulate.

Now dry your skin with tissues, and apply your mild night cream over your face and throat, patting it in with your fingers. Let a light coating of the cream remain on overnight.

If your skin is on the dry side, you'll want to pay special attention to those problem areas around your eyes and your throat. Use an eye cream, applied up and out to the temples, fingerprinting the cream in very gently with the tips of your fingers. There are special creams, containing beneficent oils, which you might use on your throat; and if your face, too, is *very* dry, consider an extra-rich night cream, which, again, you will leave on all night.

Even a dry skin (and, naturally, always an oily one) may have little oily places around the nose and chin. Even an otherwise good skin sometimes has, there, a few blackheads and enlarged pores. The treatment for these begins with your cleansing and lotion and tissue-ing off of cream. Then, in addition, you might make a paste of lotion mixed with a good complexion meal, and spread it on the problem areas. Work the paste gently into the skin with the tips of your fingers, leave it on your skin for three or four minutes, remove with clear water. Then skin lotion, and, if you like, a thin coat of good pore cream left on overnight.

On the Special Side. If your skin is not too sensitive, you might like now and then to use one of those preparations which leaves a "tingling" glow—either a special cream, or an astringent lotion.

To prevent a double chin, firmly pat with cotton and an astringent; and if you're reducing, use plenty of rich cream on your throat to prevent the crêpiness that sometimes follows a too-rapid loss of flesh.

This, as well as the reverse—a too-thin neck—can often be corrected by an improvement in your posture; head and throat held high hold contours dependably well.

Puffiness around the eyes can be temporarily relieved by placing thin, crescent-shaped cotton pads, saturated in a perhaps-diluted astringent lotion, over the puffy sections. Lie down with these on for about fifteen minutes; then gently apply an eye cream. And if, as is frequent, fatigue caused the puffiness, *rest up.*

For those parenthesis marks around the mouth, try this exercise: puff out your mouth, one side at a time, ten or twenty times in a row. Then pat along the lines with astringent, and finish with a fairly rich lubricating cream.

You won't be able to do *all* these things in twenty minutes. But the particular combination of them which *you* need may take even less than twenty minutes. In any case, your mirror will eloquently tell you how well spent is this third-of-an-hour-for-beauty.

Beauty Policy at Night *(opposite)*

She does things that make her beautiful, wears things that make her beautiful. Her peignoir—pink silk-and-Bemberg-sheer chiffon, with Alençon-like lace. Best. Décor here (and next 3 pages), W. and J. Sloane. Details of her beauty routine—see the article above

HORST

20-Minute Beauty Policy at Night

"For a little while, progress toward age is halted"

8 Hours for Sleep

IF you are normal, you need all of those eight hours, and you need them every night. Not only for rest and health—but because enough sleep is probably the greatest single factor in keeping you younger and making you prettier.

For while you are asleep, in the hours of deepest slumber, all body functions slow down to the lowest possible ebb. And for a little while, progress toward age is halted. Blood-pressure and heart rates drop, production of heat—a wearing process—declines, body temperature cools off, and muscles become most completely relaxed.

The sources of sleep lie in the brain and muscles. Young infants, whose higher brain centres are dormant, sleep the greater part of the day. But as these higher centres begin to unfold and life takes on meaning, the child becomes stimulated by everything about him, and is roused to wakefulness—sometimes altogether too much wakefulness.

All of us, both children and adults, have a physical limit of stimulation: after an active day, our brains become fatigued, and can no longer respond to stimuli from the muscles. Then we drift back again into the blissful unconsciousness of the infant. Dreams crop up at that period in slumber when the entire brain is not yet knocked out—when only the higher centres have relaxed their control. Then the swarms of thoughts and impulses, which are rigidly suppressed by day, are set free.

How does the brain become blacked-out in sleep? This is a problem in chemistry. When we are awake and active, our bodies, in the process of generating energy, are constantly breaking down carbohydrates into water and carbon dioxide. For this, a plentiful supply of Vitamin B_1 is needed. These waste products are breathed out or excreted. But after a while, perhaps when our store of the vitamin runs out, some (Continued on page 90)

← **OPPOSITE:** Wamsutta Supercale sheets and pillowcases in white, embroidered with little rose-pink flowers. Dusty-pink satin comforter; appliqué satin pillow, net-frilled; and etched mirror clock: by Carlin Comforts. Her lace-bloused nightgown has a shirred, dirndl skirt of pale pink satin and is by Fischer: at Saks-Fifth Avenue

HORST

Out of Bed at 8 ... Out of the Door at 9

One Hour in the Morning

Including a 15-minute make-up that lasts 7 hours

THERE are two schools of thought about getting up in the morning. They may be roughly divided into the Hare and the Tortoise. The Hare lies abed until approximately eight minutes and forty-two seconds before she is due at her office; then leaps up with a strangled cry, slides down a figurative greased pole into her clothes, and rushes out. The Tortoise sets her alarm-clock for a full hour-and-a-half before she has to be at work. She gets up deliberately, bathes at length, dresses languidly, lingers over coffee and the *Herald Tribune*, and just potters about.

The Hare's system lands her at her desk pale, dishevelled, and breakfastless, her hair uncombed, her stockings unmatched. The Tortoise's system deprives her of an unnecessary amount of sleep, and is so unsystematic that she's usually late for work anyway. The Hare should, obviously, get up earlier. The Tortoise could well get up a half-hour later, if she organized her morning routine more efficiently.

An hour is the maximum time you need to make ready for the day; and an hour, well used, can turn you out in such a fine state of grooming that you needn't give your appearance another thought till the afternoon. (Unless, of course, you get mixed up with an Act of God, like a rainstorm or a high wind.) In the following paragraphs, we outline a morning routine that allows for bathing, dressing, beauty, *and* breakfast, all in an hour flat.

Ten minutes for your bath. If you take your bath in the evening, this ten minutes, of course, is just velvet. But a morning bath can do much to take the bleakness out of arising in the cold grey light of (practically) dawn. Use bath oil or bath salts—not great, wasteful dollops of them, but just enough to scent your bath pleasantly; a scented soap; and, for a fine waker-upper, finish off with a brisk cologne rub.

Twelve minutes to put on your clothes. Impartial surveys show that this is the absolute outside maximum, and allows for changing your possessions from one hand-bag to another, giving your shoes a quick brush, and the like.

Fifteen minutes for a seven hour make-up. Fifteen minutes may seem long, if you're of the dab-of-powder and smitch-of-lipstick group. But the finished make-up achieved by a careful following of these directions will last at least five hours, and probably nearer seven hours, without retouching—so you save time in the end.

START with powder base. (A liquid powder base or foundation is probably easiest for the untrained to apply.) Beginning at the hair-line on your forehead, dab it over your face in small, successive pats, working down to and under the chin. Smooth over it with your fingers, blending carefully so that no area is neglected or too-heavily coated. Then moisten your hands with water and smooth again, so your skin shows through and there's no mask-like look.

Next take an eyebrow pencil (sharply-pointed, please) and shape your eyebrows. If you want to make them seem longer or thicker, add short, faintly-drawn lines in the direction in which the hairs grow naturally.

Now put on your eye shadow, starting at the lashes, and fading it out before it gets to the top of the eyeball.

If you use rouge, you'll probably find that cream rouge achieves the most convincing effect. It should be patted on lightly, never rubbed; if you want more on one area, keep patting over it until the desired colour is obtained.

Now lipstick. Apply it either directly or with a brush, whichever you're used to. Then put a cleansing tissue between your lips, but don't clamp them together; open the tissue and *blot* the lips with it. Then wet your lips with your tongue, and blot again. Now powder all over them, and forget them for the time being.

When you powder your face, start at the hair-line and work down, patting (not rubbing) the powder on. Then take your powder-brush and, again starting at the forehead, brush away all the excess. Brush the powder off your lips.

Then (and this is practically the crux of the whole thing) repeat the entire lipstick process from the beginning—putting it on, blotting it, licking it, blotting again, and powdering. Now put on your mascara, and forget about your make-up for the next seven-odd hours. Set down as minutely as this, the whole job sounds far more time-consuming than it is. In actual practice, as you get more expert you can probably clip five minutes off the fifteen.

Eight minutes for your hair. 25 eight-minute coiffures are on pages 44 and 45 of this issue—count 'em, 25.

Fifteen minutes for breakfast. You may prefer to have breakfast before you dress and make up your face—but anyway, we've allowed fifteen minutes for it, which should be ample if you don't dawdle. Now all you have to do is put on your hat and coat, and git.

← Out of the Door at 9 (opposite)

She got up at 8 sharp. At 9, after the whirlwind beauty routine outlined on this page, she's all set for the day at her office or war job. Her make-up will stay fresh for hours—as fresh as her suit: pure wool, with a grey-and-yellow striped jacket, small-waisted, gilt-buttoned; grey skirt. Bergdorf Goodman; I. Magnin

8 Minutes for

Any One of These

LUCKY you—not to have to cope with the intricacies of an 1831 coiffure—in 1942. After your regular setting at the hair-dresser's, none of these coiffures will take over eight minutes a morning. Many can be wangled in a minute or two.

1. For short hair: a turned-forward top-knot—and sides all turned under, too.
2. Have your hair piled extra-high and smooth.
3. An easy-to-keep, loose wave; a tight chignon.
4. A "broken wave," brushed back, or forward.
5. All the hair swept to one side; flower-clipped.
6. Smooth on top, flat, smooth waves at the sides.
7. The back is brushed up into a roll. The bangs are combed from the centre of the head.
8. Not a ripple of a wave—just turned-under ends.
9. One wide wave runs diagonally across the head.
10. A centre-part with side-pieces flatly crossed on top. The back hair is neatly turned under.
11. Three braids: one from each side, and one from the back, are crossed on top for a coronet.
12. Make three little pigtails—instead of two.
13. Figure-eight chignon; stick in chopsticks.
14. A coiled side-piece, clasped with a flower.
15. Hold your long hair in a net or veil.
16. The back hair is swept up into a coronet-roll.
17. Put your ribbons and curls *here*, instead of over your forehead—for a youthful change.
18. A fine braid of false hair, used as a ribbon.
19. Short, loose curls, brushed from a centre-part.
20. Centre-part your short hair, from the forehead to the nape of the neck. Tie each side in ribbons.
21. Brush your short hair into a soft forehead-roll.
22. Thick, Oriental coils, for long, upped hair.
23. Use bone hairpins to fold in the wispy hairs at the back of your pulled-up, long hair.
24. A thick, loosely-brushed roll, all-around.
25. A tight, all-round roll, held with pins.

SCIENCE DRIES A WOMAN'S TEARS

New drugs and treatments which work medical miracles for women

By Louise Fox Connell

WOMEN, usually, believe in miracles; men, usually, do not. And for their faith, women have—coincidentally or no—been richly rewarded of late. For many of science's major recent miracles have taken place in the for-women-only field, that field of inexorable M's: menstruation, maternity, menopause.

Greatest, perhaps, of these miracles is a drug called estrone, a concentrate of one of the female sex hormones. Estrone has advanced the emancipation of women to a point the Nineteenth Amendment never dreamed of; it has helped emancipate them from the traditional miseries of "female trouble."

So potent is estrone that if a single gram of it were divided among two million previously un-sexed rats, they would all promptly come in season. If people had a comparable sensitivity, "an ounce of the preparation would evoke a reaction in the entire female population of this country," according to *Endocrinology*, by R. G. Hoskins, M. D., Director of Neuro-Endocrine Research at Harvard Medical School.

Already estrone has brought seemingly miraculous relief in many disorders of menstruation, as well as in various other M-complaints—chiefly those caused by too little natural secretion of the hormone. Remember, though, that you must *never* take drugs like these except on the prescription of your doctor—for they are powerful, and potentially dangerous in the hands of amateurs. (Also, what *you* might diagnose as under-secretion of hormone could actually be a super-abundance of it.)

Estrone, potent aid for menopause, but a bit too potent for most persons

THE terrific potency of estrone is responsible for the dramatic success with which injections of it have, in the past few years, banished hot flashes, dizziness, gloom, and the other unpleasant symptoms which often accompany both natural and surgical menopause. The distinguished gynecologist, Frederic Loomis, M. D., called this treatment "one of the most brilliant accomplishments of modern medicine."

No doubt it was that...but it was also costly. Natural estrone could not be produced cheaply. Furthermore, if you swallowed it, much of its effect was lost. Therefore, it was usually administered by injection. This meant visits to a doctor's office perhaps as often as three or more times a week during the most troublesome part of menopause. In unusually bad cases, it even meant frequently repeated injections throughout the whole course of change of life, which may last anywhere from a few months to two years. (Occasionally, as long as five years.)

About forty per cent. of all women going through change of life suffer some sort of discomfort. Obviously, it was a tragic thing that many of these women were prevented, by reason of the expense, from enjoying the relief which science had created...so chemists, biologists, and physicians set out to reduce its cost.

One good way to obviate the expense of frequent injections was enthusiastically reported in *The Journal of the American Medical Association* last spring by Drs. Henry G. Bennett, Jr., and Richard W. TeLinde of Johns Hopkins School of Medicine. They puncture the skin of the patient's buttocks with a hollow needle through which they plant a pellet of estrone in her flesh. So gradually does her blood absorb the hormone that her menopause symptoms usually depart for several months without further treatment. But a still greater discovery was to come.

Inexpensive stilbestrol... godsend for M-complaints

IN 1941, a synthetic substitute for estrone was released for sale to doctors with the blessing of U. S. Pure Foods and Drugs officials. Its name is diethyl stilbestrol—stilbestrol for short—and it is much cheaper than the natural hormone. Furthermore, stilbestrol is effective when swallowed and has a potency 2½ times greater than estrone. Its enormous strength was not at first fully understood, and doses that were too big were often prescribed, with the result that about 20% of the women treated developed nausea or some other unfortunate reaction.

Today, smaller doses are given, and far fewer patients suffer such reactions. Some still do, though, and scientists are experimenting with different forms of stilbestrol to find one which agrees with everybody. One of the difficulties in this search is that there is no animal quite like a woman sexually. Even female monkeys, which biologists somewhat unromantically regard as very similar to us, do not unfailingly react in the same way. Consequently, in the final test of any ovarian stimulant, the experimental animal must be woman.

In Chicago recently, Drs. S. C. Freed, W. M. Eisin, and J. P. Greenhill tried out a number of different forms of stilbestrol on a sizable group of middle-aged ladies who complained of hot flashes and other disagreeable sensations. The results of these experiments were reported by the three doctors last August in *The Journal of the AMA*. The winning compound bore the un-catchy name *diethyl stilbestrol dipalmitate*. This turned out to have a more lasting effect than the other on menopause patients, and it nauseated only one out of forty-three.

Another promising discovery was made recently by J. William Finch, M. D. He found that the women who feel sick after taking stilbestrol are the same ones who have nausea and vomiting when they are pregnant. In both cases, he believes, the reaction is allergic. As treatment, Dr. Finch builds up the system's ability to cope with the offending substance by giving first tiny, then gradually larger and larger amounts of it. He says, "Desensitization—by gradually increased doses—will enable any patient to tolerate a full therapeutic dose of the drug."

About one-third of all pregnant women do not suffer at all from morning sickness, while another third do so only occasionally. But the final third have nausea and vomiting as "a marked symptom during the early months," according to a classic authority on obstetrics, Joseph B. DeLee, M. D. What causes this unpleasantness is still a medical mystery. Dr. Finch suspects that the culprit is a certain normal secretion of women's own ovaries to which some expectant mothers develop an allergy. He says that he has cured morning sickness by desensitizing his patients with injections of this substance.

Another theory is based on the recently recognized fact that the organ of communication between unborn child and mother, the placenta, is, among other things, an endocrine gland and throws hormones into the blood-stream. It must make quite a change in a woman's internal harmony to be endowed suddenly with a temporary ductless gland; and it does not seem improbable that some women are allergic to one or other of its secretions. If either theory becomes generally accepted, the time may not be far off when expectant mothers can be desensitized to the offending secretion and thus freed from morning sickness.

News, too, for adolescents

PUBERTY, or menarche, as it is called in girls, brings glandular changes and upheavals in the chemistry of the body no less revolutionary than those of menopause. Most young girls do not have much trouble during this first great turning-point in the melodrama of feminine sex functioning. The commonest symptoms of the emotional instability of menarche, tears and giggles, rapturous enthusiasms and sudden feuds, usually prove more pestiferous to an adolescent girl's elders than to her. However, more troublesome symptoms do sometimes occur, such as abnormally delayed menses or painful ones. These may come from some general condition, such as anemia, or even tuberculosis, and a good doctor always first investigates such possibilities. But it often happens, not only during puberty, but in later years, that menstrual complaints spring from some lack of glandular secretion. In such cases, estrone or stilbestrol is often prescribed. Either may correct not only delayed and painful periods, but headaches at this time, scanty flow, and, oddly enough, certain cases of too much flow.

Certain immaturities of gland and function occur among otherwise mature women; and they, too, are benefited by these drugs. Estrone and stilbestrol sometimes correct under-development of the uterus or vagina; deficient ovaries. Degenerative changes in the lining membrane of the vagina, which may develop after menopause and which sometimes make intercourse painful, can be successfully treated by stilbestrol. Sterility of a certain type; sluggishness of the uterus in labour; some cases of eclampsia, a serious disorder of pregnancy; underdevelopment of the breasts; and, paradoxically, an excessive flow of mother's milk...these conditions also can at times be effectively treated by stilbestrol.

Many of these conditions, as well as menstrual complaints, are not diseases, but symptoms, which could come from any one of many causes. It is only after a thorough examination, and evidence that estrone or stilbestrol is what is needed in a given case, that a reputable doctor would prescribe either, rather than some other treatment. For instance, some menstrual disorders and the kind of sterility produced by habitual miscarriage may be due to too *much*, not too little, natural secretion of this hormone in proportion to others. Therefore, it is well worth repeating here: do not attempt to prescribe for or dose yourself; these are miracle drugs, but only when they are administered under the strict and knowledgeable supervision of your competent physician.

Powerful progesterone... preventer of miscarriages

PROGESTIN, another hormone manufactured by the ovaries, is now chemically produced, in a crystalline form called progesterone, which has proved especially useful in preventing threatened miscarriages. Many women who have had repeated miscarriages are able to carry a baby for the allotted time by treatment with progesterone. It also corrects certain disorders of menstruation. Estrone and progestin are liberated or produced alternately by a woman's ovaries and act and react on each other and on a hormone of her pituitary gland to stop and start the various changes in each monthly cycle and in the long cycles of pregnancy and nursing. The endocrine treatment, which often proves effective for irregularities of menstruation, especially its absence, consists of doses of estrone and progesterone given alternately according to a schedule which imitates a normal woman's monthly rhythm.

The mystery of your glands

NO matter how feminine you may be, your glands secrete some male sex hormones, just as men manufacture some female ones. When females are dosed with moderate amounts of male hormones, the effect is sometimes the opposite of masculinizing. On castrated female rats, one of the male hormones has much the same effect as the female estrone. It brings the unsexed rats into heat. Doctors are finding that extracts of one of the male sex hormones will sometimes check excessive menstrual flow in women when nothing else will. The substance is also used in some other menstrual difficulties and in treating menopause symptoms. Only in excessive quantities will it make a woman grow a beard or develop other mannish traits.

All your glands work on each other so powerfully that one may seem to be misbehaving when it is really another far away which started the trouble. For instance, a woman may go to her doctor for chronic fatigue and be found subthyroid. After taking the prescribed thyroid pills for a while, she may suddenly become pregnant, though for years she had been barren. Or perhaps her periods were never normal and suddenly they become regular and painless. Similar cures of sex disorders by treatment of some apparently sexless gland are certain to multiply as chemists make new hormone extracts and the obscure interrelationships of the endocrine organs become more and more clear.

20 Minutes a Day to Keep Fit

THESE exercises were developed especially for the nation-wide campaign for physical fitness. Practise what they preach, and they will be a blueprint for a working-model of you.

Among them, these six exercises can help restore your energy, relax your tense nerves, make your body more resilient, improve your posture, and keep you from getting too bulky. (For more about bulk, there is a reducing article on page 96.)

All *that* should take you pretty much anywhere your busier life makes you go.

When can you work in this round-robin for your energy? Any time you have twenty minutes, some floor-space, and enough privacy to shed the more constricting of your clothes. Morning is the ideal time, when the body is fresh. But if you can't make time for your exercises then, make space for them sometime before your day is over.

If work, or added work, has made you systematize your day—fine! Put your exercises on a regular schedule. Make a twenty-minute hole in your schedule—and never plug it up with anything else. You know how it is—if you skip a day, you may skip a week.

1. For relaxation: Sit comfortably cross-legged. Close your eyes. Drop your head forward, then roll your head in a circle—a few times to the left, a few times to the right—neck relaxed.

2. For posture: Stand a little away from a wall. Feet and knees slightly apart, knees bent. Put the back of your waist-line against the wall. Slowly push to an upright position.

3. For resiliency: Lie flat on the floor, arms stretched above your head. Snap up the left leg, knee straight, and touch it with your right hand. Repeat with opposite leg and hand.

4. For posture: Lying flat, lift one leg upright, then cross it over the body, touching toes to the floor. Keep your shoulders flat on the floor, arms outstretched. Repeat with opposite leg.

5. For general reducing: On the floor, pull knees up over the chest. Drop them sideways to the floor. Slide them up along floor, and back over chest. Repeat on the opposite side.

6. For spinal alignment: Lie with your spine touching the floor at the waist. Bring knees up, slightly apart; keep ankles together, feet on the floor. Then slide your feet away from you.

PHOTOGRAPHED BY JOFFÉ

Perfume???

Questions about fragrance—and answers which prove that you need not hoard, should not waste

So many women are asking questions about perfume, today. Is it scarce? Will we have more? How can we have brand-new perfumes, and no other new cosmetics? Very few women could, in all honesty, put perfume at the top of a list of absolute necessities among cosmetics. And yet—who would want to do entirely without it?

Perhaps perfume shouldn't be considered a "cosmetic" at all. It is a sort of fourth-dimension to your beauty. Intangible, invisible—even understandable.

Perfume should be reeling under the impact of the blows it has taken since 1939—when France entered the war. But it's standing up. Why? Well, there are so many whys, we thought we might answer some here.

Do perfumes still come from France?

No. No perfume has been imported from France, since France fell. And France made most of our finest perfumes. But there are many French perfumes, still in the shops, which were imported before France fell. The war did not come suddenly, and the agents here for the famous French houses were forewarned enough to stock up heavily while the seas were still free. Also they brought in stocks of essential oils, and are duplicating here, from French formulæ, exact replicas in fragrance, made-in-America.

How can perfumes have alcohol, when gin can't?

Well—a cocktail glass full of *perfume* would last quite a long time! Alcohol has been rationed to the perfumer. But he uses so much less than the distillers that he hasn't been rationed out of business—by a long shot.

Couldn't we have non-alcoholic perfume?

Yes, indeed. We have many non-alcoholic perfumes. Fragrance can be carried in creams, pastes, oils, sachets—and these are now helping to keep too much sales pressure from the alcohol-carried fragrances. Actually, alcohol as a carrier for perfume (though discovered by Elizabeth of Hungary in the fourteenth century) was very little used until the late Victorian times.

Has the war cut off supplies of essential oils?

Yes—and a brief geography of essential oils will show you why. Many perfumes contain oil of jasmine from Grasse, France, attar of roses from Bulgaria, orange and lemon oils from Italy and Sicily, geranium oils from French colonies, lemon grass and citronella from Asia, spice oils from Africa. And fixatives such as civet and musk came from the Himalayas. But stocks of these oils and fixatives are on hand, and they are being blended with synthetics which we are learning to make.

Can't America supply the ingredients for perfumes?

We can't supply enough to reproduce, here, from native oils and synthetics, the exact formula of a French perfume—when we duplicate a French formula here, it is with the same ingredients the French had, and which we still have in stock. But we probably will develop new formulæ for our own native resources. Texas grows the kind of roses which were grown in Bulgaria to produce attar of roses. But the labour for hand-picking is now scarce. California citrus groves can produce the orange and lemon oil once imported from Italy—but all those rinds must be squeezed by hand, and that takes labour. Guatemala and Haiti grow lemon grass and citronellol—which are perfect substitutes. Civet and musk will probably be developed synthetically in America. But all these things take time and chemists and laboratories and machinery—much of which are needed in war work. Someday, however, we may have the most engaging of fragrances—springing from coal tar and the test-tube.

How can there be new perfumes, this autumn?

They're new to you—but they've been in the making for two or three years. You see, perfumes are a long time being brought to perfection. So these perfumes were born before the war, and are just now making their début.

Should I use my perfume sparingly?

Well—use it wisely. And shop for it even more wisely. Be sure you like the tester-whiff of a fragrance, before you plunge for the whole bottle. And ask the man who gives you perfume to buy you a dearly-loved, always-used scent. Don't use perfume any longer as one more decoration on your dressing-table. That is a waste! If you use more than one perfume, seal the others you don't use constantly with wax or sealing-wax—so they won't evaporate. And you can make your perfume last longer, and be just as sweetly-scented, if you eke out the concentrated fragrance with soap, cream cologne, dusting powder of the same scent. It's pleasanter, anyway, to have fragrance match.

FUR BERET...NEW HEADWAY (opposite) ⟶

Many a hat, this year, will be a beret. And many will be of fur. Here—a burst of black fox, tilted over one eye...charmingly accented by a purple velvet ribbon. Designed by Madame Tatiana du Plessix of Saks-Fifth Avenue. And with this seductive black, you might wear its sequel—Corday's dusky-scented "Jet" perfume

RAWLINGS

FUR BERET...NEW HEADWAY

New Floor Show

FLOTSAM, JETSAM, and ME

We meet in the Office of the Co-ordinator of Red Tape.... By Walter O'Keefe

[EDITOR'S NOTE: *Walter O'Keefe, the trigger-tongue comedian, is also the composer of at least two songs that have permanently dented America's musical consciousness. One is "The Daring Young Man on the Flying Trapeze"; the other, "I'm Gonna Dance Wit De Guy Wot Brung Me."*

Besides these activities, his heterogeneous career since he left Notre Dame University has included stints of night-club entertaining, beginning at Texas Guinan's in 1925, head-liner spots in revues dating back to the "Third Little Show," and forward to the recent "Priorities, 1942."

But his main beat has been radio. For the past ten years, Walter O'Keefe has been on the air almost without interruption. With slam-bang subtlety, he's been master of ceremonies for Lucky Strike's "Magic Carpet," the "Camel Caravan," and now the "Battle of the Sexes." Between gags, Mr. O'Keefe took one look at Washington and wrote this.]

SOME smart psychiatrist is going to mop up a quick million just by hanging out his shingle in Washington, D. C. All he needs to do is scratch a passer-by, and he's got a patient.

What's more, he doesn't even need to be a good psychiatrist, because nobody living in Washington these days would know they were cured even if they were.

Two startling novelties will set his establishment apart as a place of rest and refreshment—(1) there will not be a single telephone in the joint; (2) there will be no gold braid visible at any time. Phone bells and gold braid might wreck the experiment and send the patients screaming off to testify before a Senate committee.

Scrap metal and scrap rubber we hear much of these days, but in the national capital today there is the greatest collection of scrap humanity that ever existed in the history of mankind. If we can just gather it all in and re-process it, the war will be won.

Like any boom town, Washington is pervaded by an atmosphere of camaraderie. Even members of the Republican Party can pass through the lines without taking a blood-test.

New Dealers mix with the untouchables—the dollar-a-year men—and these latter, far from being the objects of discrimination, can go abroad like anybody else, providing they wear bells around their necks.

Beds are so scarce that many people make the long trek down to Mount Vernon just to *look* at the bed George Washington slept in. Naturally, any man who can call his cot his own rates as pioneer aristocracy, and can afford to snoot a Johnny-come-lately like Donald Nelson.

SO whimsical are hotel clerks and so mercurial is one's position, that even the Production Czar isn't sure of his couch o' nights. Donald never knows but what he'll lie down some night to discover that he's sharing his Simmons with Henry Kaiser and a nest of completed cargo planes.

If Mr. Nelson can win the war on the home front, he'll deserve a bigger monument than his namesake has in Trafalgar Square in London, and, if Donald has anything to say about its planning, he'll probably insist that the four lions at the base be alive and trained to bite Congressmen.

Food, in public restaurants, is no problem at all if you don't mind eating off the same plate with a stranger. Drinks are plentiful, and every night at sundown a heavy Scotch mist settles down over the town.

Of course, Bottleneck Number One is motor traffic within the district. Doubtless you have, from time to time, seen that recurrent head-line on the first pages of the newspapers—"BABY BORN IN TAXICAB." In Washington today, children are being born and *raised* in taxis.

One of my friends added to the population in the downtown district, and by the time she got home the child was ready to enter the first grade.

There is no ceiling at all on hysteria. Every morning the harried, hurried Washingtonian, like Don Quixote, mounts his horse and gallops off in four directions.

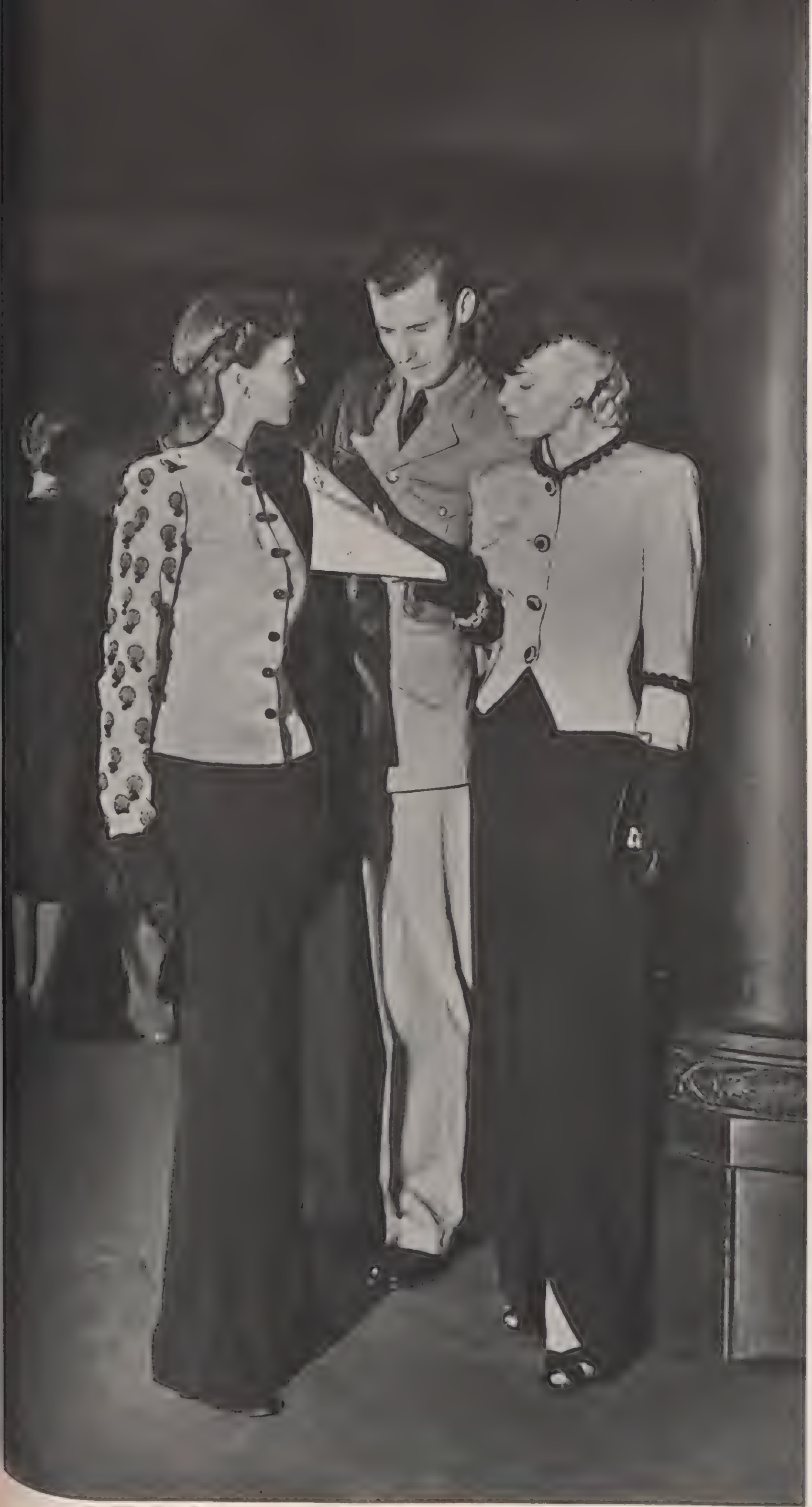
Foreign diplomats are pleading with their governments back home to send them into tank units on any front.

It's a far cry from the lazy, leisured days of peace when the term "Washington (Continued on page 84)

← **NEW FLOOR SHOW** (opposite)

Colour and glitter in a new floor show—to be seen nightly, all winter long. Left to right, the cast. Gold-and-silver, star of one-evening shoe-wardrobes. Purple-tinted satin pump—platform of gold kid. Red satin and sequins, bright base for dark skirts. Green satin sandal to go with an any-colour dress. Jet sequins on a black crêpe pump. Bright sequins on black suède. Newton-Elkin shoes. Lord & Taylor; Marshall Field; Bonwit Teller, Philadelphia

Long skirts... two-piece look



THE LONG STORY

Scene: The red-plush-and-gilt lobby of the Empire Theatre, still the most elegant in New York. Time: Between the acts of "Life with Father"—still playing to delighted audiences, full, now, of uniforms. Ladies' costumes: *Long* dinner-dresses—still the most becoming kind for the theatre, for any gala evening. These three all have discreet glitter on top

First (opposite page): On the girl talking to a Canadian officer—Fira Benenson's beautiful dress of black silk crêpe, very restrained, very elegant. With it is worn a Russian *bashlik*, a little shawl that goes over shoulders or head, of black silk crêpe with black pailletted wings in front. Hat of glycerinized feathers and sequins. Salon de Couture, Bonwit Teller

Second (this page): Mediæval jacket of red silk-backed velveteen, its sleeves crusted with bugle beads, jet. Black silk crêpe dress. Henri Bendel Originals. • Third: Demure jacket of pale pink wool-and-silk moire, with glittering black bugle bead embroidery. Slit skirt of black rayon crêpe. An Omar Kiam design; Henri Bendel; Carson Pirie Scott

Little suits to go under big coats

Black wool jersey suit with a gilet of white rayon satin; $40. Black felt hat. Persian lamb coat. Best. Suit, hat; Joseph Horne

Shirtwaist suit of black wool and cotton jersey, with a beige leather belt; $40. Beige velvet hat. All: Bonwit Teller; Thalhimers

RAWLINGS

Yellow jacket and black skirt of wool and rabbit's-hair tweed, plastic buttons; $50. All: Henri Bendel; Harold's, Minneapolis

Creamy-beige suit of wool and rabbit's-hair—natural affinity for dark furs. $50. At Henri Bendel; Harold's, Minneapolis

Black velvet piping on a suit of Botany wool tweed; $35. Topping it—a red velvet beret. All from Altman; Jays, Boston

Quilted jacket and soft skirt of winter-green wool jersey, jewel-buttoned; $40. Green felt hat. All: Lord and Taylor; Jays, Boston

Geranium-red suit of wool jersey, gilet of rayon crêpe; $40. Dunlap coachman hat. Opossum coat. All: Best. Suit, L. S. Ayres

Kelly-green suit of wool and rayon, tassel buttons; $30. Hat by Mme. Picard. Ocelot coat. All: Bloomingdale. Suit: Famous-Barr

Red jacket and dress of Hockanum wool. Dress; $30. Jacket; $30. Full-length beaver coat. All from Saks-Fifth Avenue

Heavenly blue in a wool suit with a tie neck, plastic-trimmed belt; $80. Same blue in hat. All: Hattie Carnegie; Marshall Field

Soft suits at gentle prices

Coming next issue: Corporal Hargrove gives pointers to visitors at Army camps

HORST

Mrs. Thomas E. Dewey

The distinguished-looking and witty wife of the Republican candidate for Governor of New York is an accomplished musician. With her two small sons, Mrs. Dewey spends much of the time at the Dewey farm near Pawling, leading a completely non-political life. She is shown here wearing one of her favourite off the-face hats, a confetti-dotted pill-box from Anna's; coolie-cut Persian lamb coat from Revillon

SOUND ADVICE

Music has more charm if you know how to cope with it

By Gerald F. Warburg

[EDITOR'S NOTE: *Gerald F. Warburg, son of the great philanthropist, Felix M. Warburg, is a distinguished musician, and a slyly practical wit. Educated at Harvard, Mr. Warburg continued his musical study in Vienna, later toured Europe as a 'cello soloist. After his return to America, he organized the Stradivarius Quartet, providing each player with one of his father's four precious "Strads." He played in this quartet, touring both America and Europe, for six years. Last year, Mr. Warburg founded and conducted the Brooklyn Symphony Orchestra.*]

IN WARTIME, music thrives. Do you? The answer is—no. But, you can—at least on music, for it will calm your nerves, quiet your fears, and disarm your soul, if you know how to take it—or how not to.

Most Americans have an inferiority complex about decent music, which causes them to compensate in one of two ways: Either they avoid good music like the plague, or they try to pretend they know something about it, or, worse, they know somebody who knows something about it. Relax. Science says music is good for you whether you like it or not. But, good music is like good food—it tastes better if you aren't scared by the head waiter.

Moreover, music being a "spectator" sport, you have to know a few rules to enjoy the game, and not feel like a horse in a garage when you go to a concert or suddenly find yourself in somebody's house with music going full blast, and no way out unless you are an obstetrician expecting a baby. Only dogs really dislike music.

General Rules:

(1) Don't worry—it'll be over sooner or later. And the relief and food—for music builds a terrific appetite—will reward your suffering in the end.

(2) Be bored—it won't kill you—and being bored in good company breeds fellowship of man—and woman—and can lead to God-knows-what.

(3) Try not to applaud for more—you'll get it.

(4) Just remember that music starts where speech leaves off.

Remember:

(1) To check your brains outside. Music appeals to the subconscious. Use yours.

(2) Not to worry about how he can remember all the notes and play them so fast. He is worrying enough about that himself.

(3) Not to let all the mopping up mar your pleasure. Musicians sweat.

(4) If you don't know what number on the program is being played—not to stew. You'll find out sooner or later what's cooking—and it may be nearer the end than you think.

Look and Listen:

(1) In a string player—for beauty of tone, rightness of phrase, and a turn of speed. If it's in tune besides, you are probably listening to "a Master."

(2) In a singer—for a good voice, though it isn't the ones with the good voices who usually can sing the best. Next to avoiding draughts, a singer's greatest problem is what to do with his or her hands. Only the greatest can make you forget this.

(3) In a pianist—for plenty of hop. They have to have a lot of something to make up for the lack of variety in the sound of a grand piano. Noise, speed, and "personality" usually get the ribbons.

(4) In a conductor—for imagination and, next, for his orchestra and the sounds it makes. The rest is gravy, publicity, long rehearsals, a foreign name, and a good tailor.

(5) In chamber-music—for team work. This music, and some of it is the best in the world, was written to be played for, and usually by, princes and princesses. Listen and picture yourself in the best houses with the best people. If good food doesn't follow—as it should all good music—you are being gypped.

(6) At the opera—to the audience. The rest is confusing, but pleasant. High notes are the pop flies of music, and you can keep score on how many are missed. Some of it's great music.

Don't:

(1) Be a spotter. If you have heard that tune before—think nothing of it. You probably heard it jazzed anyway, and that only counts half.

(2) Be too critical. The best of them get tangled up or go sour. And, anyway, you haven't the vaguest idea of how it should be played. And, if you did, you wouldn't like it, either.

(3) Argue about music. Especially with musicians. Sounds are like smells—they either do or they don't.

(4) Ask one musician how he likes another one's playing. If he tells you, he's a cad. If he doesn't, he's lying.

Last Words:

(1) Don't be restless. At concerts, the end is always the best! Only very great artists can make the Great Masters sound like anything. All of them can play encores.

(2) Don't pretend that watching the performer disturbs you. It disturbs him—but he likes it.

(3) Meet the artists. They are not half as foreign as they sound. Tell them you enjoyed their performance. What else can you say?

(4) Don't say you like "Modern Music." Nobody does.

Lastly, my children, don't be frightened if you should suddenly find that you love music as a sailor loves the sea. It is nothing to be really ashamed of any more. Lots of people like music. Only the musicians are getting tired of it. Next to going to church, or to bed, hearing good music is about the best thing for you. And not half so conspicuous.

ON THE AIR WAYS

Inside Radio... backstage with the new shows

By Albert R. Perkins

[EDITOR'S NOTE: *Albert R. Perkins, after fifteen years of vacillation between movies and radio, is the script director of the Columbia Broadcasting System. A former editor of the "March of Time" radio show, he was later the writer-editor of the movie March of Time.*]

IN a small apartment-house in Manhattan's East Seventies lives an embattled dowager who has long carried on a personal feud with radio. Her crusade takes the form of an acrimonious debate with her own receiving-set. As she tunes from one news analyst to another, her voice rising in periods of unprintable rhetoric, she can be heard declaiming above the measured tones of Mr. William L. Shirer or Mr. Raymond Gram Swing: "You're a vile deceiver. You're a shiftless, no-good, thief, cheat, and liar...." Here she pauses a moment for effect. "And what's more," she adds, "you've got a lot of other faults."

This lady is perhaps the last of a tribe of Americans—the hold-outs against the broadcasters. For the boast that one listens only sporadically to radio seems to have vanished with words like "isolation" and "defense." Radio obviously has now gone all out to win the war. *Variety*, the Broadway trade paper of the entertainment world, recently reported that the four major networks have more than six hundred all war or war-slanted programs and news broadcasts.

More significant, however, are the changes that the war made in the industry itself. No longer can programs be built around fictional dramas with the themes of sabotage, fifth columns, and spying. The thought that prompted these restrictions was a lofty one. Fifteen-minute serial dramas are on the air from ten in the morning until four in the afternoon. It was felt by the networks that if each of these harrowing chapter-plays were to show its heroines as the unwitting tools of the Nazis and the Mikado, its villains spies, and its maiden aunts with reticules stuffed full of gunpowder to blow up the local dams, the impact (Continued on page 78)

"Our Secret Weapon"—with Rex Stout debunking Axis propaganda

"This Is Our Enemy"—a true and unimpassioned enactment of Axis life, affecting the listener with horror

"The Eyes and Ears of the Air Force"—Brigadier General John K. Cannon tells about air spotters

"Stage Door Canteen"—drafting top talent of stage and screen in a setting that simulates the real New York Stage Door Canteen

New and Exciting On the Air

Raymond Scott—erudite band leader on five morning programs under five different names

Tommy Riggs—a ventriloquist with a zany routine, and a non-existent stooge, baby-voiced Betty Lou

OUR RUSSIAN ALLIES *in the Civil War*

How the surprise arrival of two Russian naval squadrons helped Lincoln preserve the Union

By J. B. Horwitt

REAR ADMIRAL LISOVSKI

When the first shipment of American lend-lease aid reached the Russian armies a year ago, it marked the third time in our history that the United States and Russia have collaborated together as allies. The first of the collaborations is buried in history books and in the military archives of the two countries.

It happened in 1863, at the time of the Civil War, and well may have had a decisive effect upon the outcome of that struggle. The partners even then were totally disparate. The United States was fighting to end slavery and to preserve the world's first democracy. A reactionary Russia, under Tzar Alexander II., was seeking to maintain itself both as a European power and as a force in the international intrigues of the time. In this process it had already alienated England, France, and the other great Continental nations. Though coldly nationalistic considerations dictated our alliance with Russia, it was none the less effective for its lack of ideological ties. Geopolitics, like politics, makes strange bedfellows.

The year 1863 was a critical one for both Russia and America. The enemies of Russia were moving in an effort to emasculate the power of the Eastern giant. Nor in the American States were things going any too well. General Grant had been put at the head of the Northern Armies; the surrender of Vicksburg, the "Southern Sevastopol," was confidently predicted. Daily, however, danger from England, ruler of the seas, faced the Washington Government. It was felt that Britain might declare war and thus contribute invaluable aid to the Confederacy. With her huge fleet she could effectively stop the blockade of the Southern ports. The South still had plenty of reserve manpower, and once the flow of supplies would be resumed, the war could go on indefinitely, and the final breakup of the Union hastened.

Lincoln, despite his many preoccupations, was particularly solicitous about his representatives abroad. The American Consul at St. Petersburg, Simon Cameron, whom Lincoln had appointed to the post largely in payment of a political debt, had withal the reputation of a keen horse trader, and was quite capable of skillful negotiations. But there were few friends or well-wishers for the Northern cause in the chancellories of Europe. Russia's political interests alone for the moment coincided with ours.

Not much more than "support in principle," that meaningless diplomatic dodge, could be expected from Russia, however, with her fleet consisting largely of wooden frigates and corvettes; no match for England's magnificent armada of screw steamers. But though the Russian naval forces were small in number, there appear to have been able men at the head of the Russian Navy. One of these, eighty-year-old Admiral Krabbe, a tough sailor of the old school, proposed to the Emperor a plan for the dispatch of several squadrons to the northern ports of the United States. For daring and mastery of detail this scheme has few equals in the annals of naval history. This proposal was at first flatly rejected by the Emperor as excessively foolhardy. It is known, however, that Admiral Krabbe finally won out by citing the mistakes in the Crimean War, which had permitted the Russian fleet to be bottled up in Kronstadt and in the Black Sea, making it totally useless—a strategy which the Russians were determined to block in the event of a new war.

After receiving the Tzar's approval, Krabbe lost no time in communicating the plan to Consul Cameron, pledging him in turn to utmost secrecy. This totally unexpected and most welcome aid to the American Union was gratefully and enthusiastically accepted by the latter in behalf of President Lincoln, after which the Admiral proceeded at once to put the manœuvre into execution. From the start, this proved no easy matter as perfect co-ordination was essential in the gathering of the widely scattered units designated for the venture. In some cases, sealed orders issued to the various Commanders had to be transported by overland couriers across Asia and Africa.

New York, in that summer of 1863, presented an almost desolate appearance in the waters of its great harbor. Maritime activity seemed to have been suspended; the immense bay was all but barren. Along the deserted piers, longshoremen and stevedores were lazying in the sun, or seeking cover from the heat. Foreign men-of-war arriving in New York had been few. Therefore, when lower Manhattan and the surrounding hills of Staten Island and New Jersey echoed with saluting salvos from coastal batteries, people gathered at the Battery. A handsome frigate

THE RUSSIAN SQUADRON IN NEW YORK HARBOR

under a foreign flag, never seen before in these waters, was entering the Hudson. Her hull painted black, her trim decks lined with bronzed, sturdy-looking sailors and officers, her cannons peering grimly out of portholes, she was sailing majestically to anchorage. On shore, people waved an inquisitive welcome.

The warship dropped anchor and immediately lowered her tenders and companionways. At once she was besieged by newspaper reporters, who had been following alongside in a chartered tug. The officer of the day, mistaking the crowd for laundrymen or provision dealers, began to shoo them away, shouting in English that the orders were not to allow any strangers aboard. The situation, however, was retrieved by the ship's Captain. He ordered that the men be given free access to the ship, and invited all to his own cabin.

THE GRAND BALL AT THE ACADEMY OF MUSIC HELD IN NOVEMBER 1863, IN HONOUR OF THE RUSSIAN OFFICERS

The reporters, once on board, lost no time in filling their notebooks with such items as "war frigate—name *Osliaba*—flag has white field crossed by two blue stripes"—"At first hostile reception; later a most friendly and gracious interview with the ship's Commander, Ivan Bukatoff, who speaks English fluently"—"A finely built man, a real sea-dog, but with the polished manners of an aristocrat...."

At once the Commander was showered with questions: "Is it true that Russia is preparing to go to war with England?" "What will be your duty if the English attempt to bombard New York?" Commander Bukatoff finally said, "Gentlemen, I am a sailor, not a diplomat, and therefore I can not give you any political information. Let's change rôles: I will ask the questions; you give the answers. What would you surmise if a Russian war vessel entered a Northern port instead of a Confederate port?" "It would indicate that Russia has no desire that the Union be severed, naturally," replied the newsmen. "That is all, gentlemen. I thank you all and lift my glass to your collective health."

Two days later the booming of saluting cannons again echoed and re-echoed over the bay. This time a full squadron of Russian men-of-war entered the Narrows in superb order. The frigate *Alexander Nevski*, flagship of Rear Admiral Stephen Lisovski, led the way, followed by a frigate and two corvettes.

The excitement of this arrival had hardly died down when leather-lunged newsboys in the streets were out hawking special extras stating that a Russian fleet had entered San Francisco harbor. This was a squadron direct from Vladivostok consisting of five men-of-war, under the command of Admiral Popov, the hero of Petropavlovsk. Admiral Popov had explicit orders from the Tzar to protect the coastal cities of the Union from bombardment by any hostile power. He was to clear decks for action immediately if any attack occurred.

The Russian officers were entertained in all the cities they visited. The most notable of these was the Russian Ball at the Academy of Music in New York. Before the Russians, the Japanese delegation and the Prince of Wales had been given tremendous receptions, but the Russian Ball, in the opinion of contemporaries, outshone anything ever attempted. Bronze torchbearers kept guard beside the main entrance to the ballroom, within which were life-sized portraits of Alexander II., Emperor of Russia, and of his father. Marble pedestals supporting vases of flowers were everywhere, and the private boxes around the ballroom were lined with rows of flowers alternating with globes filled with goldfish. Over the stage was a huge picture representing the Genius of America, an Indian maiden, joining hands with the Genius of Russia, dressed in heavy furs, and the Angel of Peace hovered between them. There were flags everywhere, pictures of Washington and of Peter the Great, of Lincoln and Alexander. And as a final tribute to the Russian guests, many of the women had tied flowing sashes of Russian blue over their elaborate ball gowns.

The sudden appearance of Russian squadrons on both oceans of the United States had an (Continued on page 82)

DIAMOND, RUBY, AND SAPPHIRE JEWELLERY—PAUL FLATO

SATIN SUITS...

Those great beauties Boldini painted at the turn of the century wore, for their portraits, hats much like these...swooping, romantic, tulle-swathed. First above: tulle-veiled purple chenille hat; black rayon satin dinner-suit. Second: tulle-veiled black felt hat. Both hats—John-Frederics; Harzfeld's. The suit, the Superlavo gloves—Lord and Taylor. All—Rich's, Atlanta

RAWLINGS

...BOLDINI HATS

Beautiful as a Boldini painting, and much more practical...this 1942 version of satin-and-tulle elegance...to dine in, dance in, celebrate his leave. The suit is black rayon satin, figured with cupids, buttoned with not-really-diamonds. The Boldini-bold hat is black felt, wound with tulle. Suit, Altman. Hat, John-Frederics. Both, Scruggs-Vandervoort-Barney; L. S. Ayres

People are

Lynn Fontanne, the larking wife, full of tricks and treachery, in the new, blandishing comedy, "The Pirate," by S. N. Behrman

PEOPLE Are Talking About... The probable delights of a war rationing on public statements, full of filmy Washington double-talk... Nancy Harkness Love, in charge of women ferry pilots... The happy American couple who paid their way from Athens to New York by the sale of two pounds of coffee... The new swing spiritual, "Praise the Lord and Pass the Ammunition"...

People Are Talking About... The re-found gaiety of S. N. Behrman, flinging out his gossamer wit in "The Pirate," which is theatrical escapism at its best—all deliciously acted by Alfred Lunt and Lynn Fontanne... *Mother Finds the Body*, the new Gypsy Rose Lee murder story, which has more plot than it needs, but which also has the famed Lee vitality... The New Opera Company, which is starting with the exceedingly gay Johann Strauss operetta, "Rosalinda," and going on with its last-year successes, "Macbeth" and "La Vie Parisienne"...

People Are Talking About... *The Illustrious Dunderheads*, the book about certain Washington officials, Senators, and Congressmen, and their pre-Pearl Harbor statements, all compiled by Rex Stout and Frank Sullivan... Agnes de Mille, the first American woman choreographer to be accepted by the Ballet Russe—she did it with a cow-town ballet, "Rodeo," set to the double-acrostic music of Aaron Copland...

People Are Talking About... Howard Lindsay and Russel Crouse, who have let themselves go in "Strip for Action," a new show full of soldiers, burlesque queens, low-down routines, and an over-all amusing gusto... The song,

Alfred Lunt, the larking, strolling entertainer in "The Pirate"

Joan Miro painting in the new show for the Co-ordinating Council for French Relief

Alicia Markova, in the new ballet, "Aleko," with costumes by Chagall

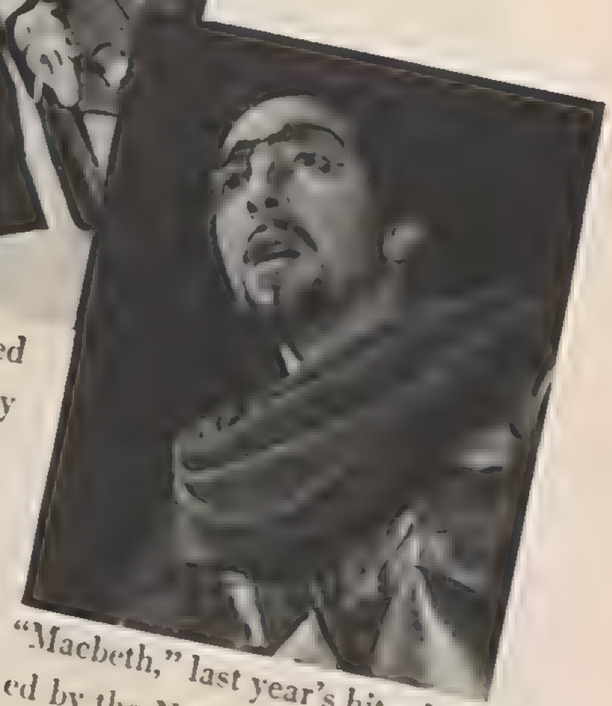
talking about...

"I'm the Neck of the Chicken"... Fairfield County, Connecticut, being called perfect sheep country by the Farm Bureau, which wants it to have sheep... *The Treasury of Poetry*, compiled by Louis Untermeyer, who has added sharp and gossipy notes that are completely fascinating —many of them bits you never knew before, making Mr. Untermeyer a kind of Cholly Knickerbocker of poetry...

People Are Talking About... The Saturday-night broadcasts from the American Eagle Club in London, and the disconcerting attempts of the Americans to cheer up their families here by saying "Chin up" and "Cheerio"... The need for flyers who are under five-foot-ten to fit the cockpits of some of the newer and more maneuverable fighter planes... The comic art of Jack Haley in "Show Time," who, teamed with Ella Logan, the shouting, gusty singer of old songs, is superbly exuberant...

People Are Talking About... The Surrealist show and its Surrealist catalogue, which includes not only some extremely erudite writing on marginal consciousness, but also bits about Father Divine, Cléo de Mérode, and an Edward Lear limerick about "an Old Person of Spain"... Anna Seghers' quiet, but brutal book, *The Seventh Cross*, a story of German concentration camps, the German Underground... The charm of Jean Pagès' decorations at the St. Regis Maisonette... The quick success, "Der Fuehrer's Face," one of those happy nonsense records... The paintings of Tchelitchew, intellectualized commentaries on life, all full of symbolism and satire...

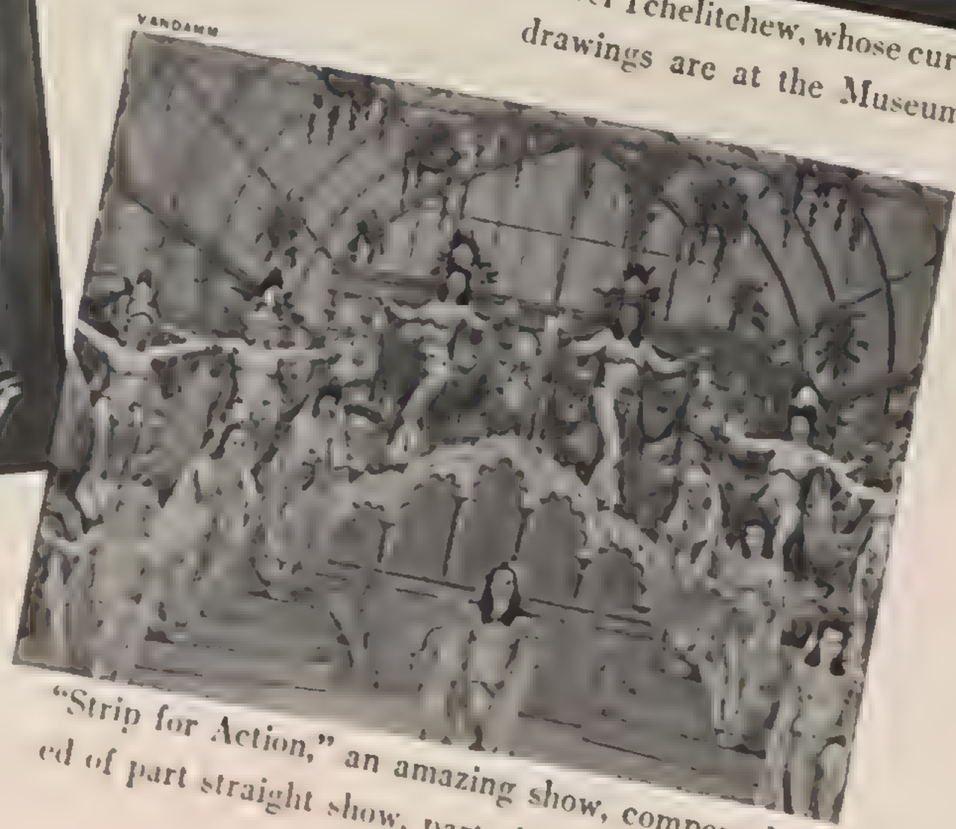
"La Vie Parisienne," revived by the New Opera Company



"Macbeth," last year's hit, played by the New Opera Company

Pavel Tchelitchew, whose curious paintings and drawings are at the Museum of Modern Art

Ella Logan and Jack Haley, the singing stars of "Show Time"



"Strip for Action," an amazing show, compounded of part straight show, part old-time burlesque

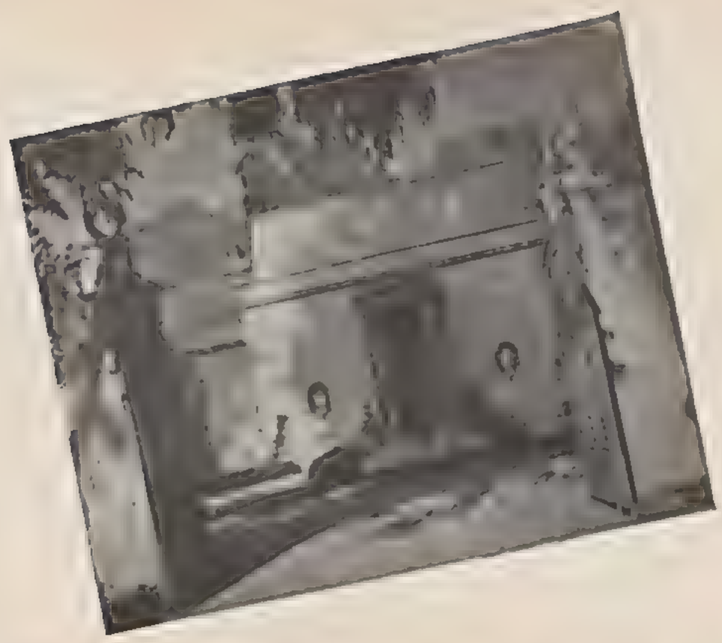
RAWLINGS

Furs with a

Once it was optional...whether or not you chose to wear your fur coat as an evening coat. Now, with wool no longer available for that purpose, you'll be wise to consider your fur coat in the light of its day *and* after-dark usefulness. Beautiful example, for all your afternoon and dinner clothes...this shiny black broadtail mandarin coat, worn with a natural stone-marten muff. Henri Bendel

Night Life

Two fur coats formal enough for four or five P.M. and after...long after. First: a Hollander-dyed Persian lamb coat, silver fox muff. Both, Gunther. Second: braid-trimmed overcoat and muff of Persian lamb, Hollander-dyed. Worn over a black silk crêpe dress with lace sleeves. (Black furs have special elegance with your dinner black or white.) Coat, muff, and dress from Jay-Thorpe



1001 IDEAS IN

OLD FRENCH LANTERNS ON THE TERRACE AS CAGES FOR AUSTRALIAN PARAKEETS

FRED. A. DAPPRICH

A SMALL HOUSE

Mr. and Mrs. James Pendleton's new little house in a California canyon

HERE, in this Pendleton house, formal, modern, in a thoroughly informal Beverly Hills canyon, are a thousand and one ideas. Visitors see first a severe gravel driveway and a calm, grey-painted house. They are consistently surprised when they see the terrace, swimming-pool, and pavilion, in a garden of lavender flowers, all clearly visible above the living-room fireplace. (See the photograph on page 73.)

Pool, pavilion, and house form one deliberately compact unit. The little pavilion is a casual supplement for the austere house—a place for lounging after a swim, for sunburned informality. By designing a circular pool which could also be a fountain, Mr. Pendleton made it a feature of the garden. He believes that closely-integrated designing like this will be the pattern of the future. It brings together in a small garden the features of a big place, and, in a little, carefully-crowded compass, achieves a sense of spaciousness.

The interior of the house is a happy, unproverbial example of the cart pulling the horse—each room was done around its accessories. An eighteenth-century, hand-blocked wall-paper in a time-softened green and ivory, which Mr. Pendleton found once in France, dominates the dining-room. A mauve guest-room was the offspring of a group of mauve porcelain bibelots. This treatment of its details gives the house its distinction, its still, steadied poise.

With the young California architect, John Woolf, Mr. and Mrs. Pendleton planned rooms of artfully wide proportions. The high-ceilinged calm of the living-room and the simple white V'soske rug emphasize the antiques—Italian gilt mirrors, a huge vermilion lacquer coffee-table, a pearl shell lamp-shade that has been converted into a vase. The living-room in the pavilion has big, bare walls and furniture that is all in out-sizes...low, square chairs and a lamp made of an old tea-canister.

Everywhere the French principle of perspective was used, making each glance A View. A shell-studded bath recess stands against long walls that reflect and shrewdly subdue its flagrant pink colours. Oval walls in the entrance-hall repeat the curving lines of the rare white pottery urns standing in two niches.

Visiting in California last year, the Pendletons saw this crook of canyon, circled by eucalyptus trees, bought the property, and planned the house—all in ten days. The building was a brink-of-priorities race with time. It was one of the last houses to be finished in Beverly Hills. And now it looks as if it had always belonged where it is—with the sun-spattered canyon, the lavender flowers, the tall, patriarchal eucalyptus trees.

Circular swimming-pool, designed to look like a fountain, is sprayed by water jets at its edges. Scattered nearby are forest-green chairs, padded in grey sailcloth

Steel-brushed pine walls, their texture repeated by beige banquettes, in the pavilion. More ideas—brown asphalt floor, an old barometer made into a clock

Tall antique Waterford candelabra make the dining-room centrepiece. In the bay-window, a chubby old white porcelain stove is heaped about with ferns

More ideas on the following pages

Antique beaded pictures and a Louis XV. table, in a dressing-room that opens on a bathroom with pink marbleized walls

Many sea shells, studding a bathroom—shells border a tub recess, fill a decorative niche and tiers of mirrored shelves

Shutter doors, like those in New Orleans houses, open on a dressing-room with an antique mirrored commode, a pink pouff

Old needlework covers two walls of a powder room with panels of fantastic flowers and arrogant birds. The floor is white rubber. The mirror-and-metal dressing-table holds a collection of blue opaline bottles and a pair of antique blackamoor lamps

Chest of drawers, covered with striped wall-paper, chunky braided lamp with plywood shade, in a pavilion dressing-room

Transparent Chinese screen in the living-room, with its lemon-yellow and apple-green upholstery, Baccarat crystal table

Paunchy white Bombé chest of drawers, pink-accented, in a pink-and-white bedroom; above, a hand-wrought mirror

Blazing orange walls, orange chest of drawers, a loud, green-framed Victorian mirror in a man's dressing room

FRED R. DAPPRICH

The main feature of the living-room is the window above the fireplace. Flanked by two long, curved glass panels, it shows the whole garden—the pool, the pavilion, the giant eucalyptus trees. And though it looks impossible, the fireplace still draws beautifully

Pink high-lights in the master bedroom—pink-painted bed, pink velveteen bedspread, pink in the curtains, the tilt-top table painted by Vertès

An old iron bed, painted white, in the emphatically mauve guest-room, with its purple porcelain clock, its antique tables, and Dufy oil painting

Mauve is everywhere in the guest-room—shades of mauve in the wall-paper, rug, and chintzes. In a cage, a mechanical bird

HORST

MARSHA HUNT—young star of "Seven Sisters"—wearing a dress that compliments her slim lines. It's a night-life version of the sweater-topped dress—the sweater, of black rayon crêpe. Her dirndl skirt is of pale blue Celanese rayon satin—legally full. Carolyn Modes design, in sizes 9 to 17. At Arnold Constable; Mandel Brothers; H. P. Wasson & Co.

Under Twenty—

ON PAGE 81—A LIST OF SHOPS THAT HAVE THESE CAROLYN DRESSES

Evening dresses under $20 for you who are under 20 years

ANN RUTHERFORD—currently appearing in "Orchestra Wives"—wearing a dress that's a bright star of the young. Sequin-edged top of black Celanese rayon crêpe, skirt of Celanese rayon chiffon in cyclamen and green. Carolyn Modes design; sizes 9 to 17. Long black Kayser gloves meet her sleeves. All at Arnold Constable; Mandel Brothers; H. P. Wasson & Co.

Non-inflammable turban designed by Lilly Daché for Sperry—worn by Thelma Elliot, former hat-check girl

Old working caps worn by girl precision grinders: Lucille Mareaux, ex-elevator girl; Olive White, ex-artist

LOFMAN

Yellow-and-grey powder room in the Sperry war plant: girls smoking, reading, making up with free cosmetics

MORE BEAUTY MORE WORK

"Vital statistics on war workers prove beauty pays

At the Sperry Gyroscope Company's new, forty-acre large, glass brick factory on Long Island, each girl is given three hyacinth-blue uniforms designed by Vera Maxwell, and one Lilly Daché turban to match. The rest-rooms are decorated in grey and yellow, with huge mirrors, and the company is experimenting with a cosmetic canteen where the girls can re-do their faces during rest periods, with every kind of make-up—all free. Ultimate result—the girls' working records are good and high. (They are all beating the man-established blue-print time.) And amongst the lathe workers, both men and women, the fastest production record is held by a twenty-six-year-old girl.

Women have always known that to feel their best, they must look their best. Men are finding this out about them, too—via statistics. And what's more, they have been shown that, when women thus feel their best, they also work their best. Directors of defense factories, struggling with the problems of replacing men with green young girls, are seeing, by actual trial and error, that women, allowed to look pretty, work harder. And so, for the solemn job of their enormous war output, factories all over the country are catering to female pride. They offer becoming uniforms; make-up bars; factory house-mothers, who absorb as many tears on their shoulders about boy-friends as they do about the mean old foreman; and plant managers are ponderously changing the name on doors from "wash-room" to "powder room."

Today's war factory girl has replaced yesterday's night-club beauty as national glamour girl. Many of the women now working at Sperry's newest plant, where these pictures were taken, are former models. They average twenty-one years of age, and more than a third are married.

England, our proving-ground for war work, war waging, long ago found out all about the effect of beauty on morale. To quote Mr. Henderson, Public Relations Officer of the Ministry of Supply: "Cosmetics are as essential (Continued on page 82)

NEW COMPACTS BY Coty

Add a liberal seasoning of style and humor to careful Coty craftsmanship —and you get these so-smart compacts that are "jewels" to own, a joy to use. Each holds "Air-Spun" Rouge, compartment for loose powder.

"SLEIGH BELLS"

A cheerful little eyeful and earful. The tiny bells tinkle discreetly. Gold color, with a flash of red. Marvelous mechanism. Large, clear mirror. $5.00 plus tax

"BUCKLE"

Sleek and chic and militarily simple. Creamy-white "belt," gold-colored "buckle." Detailed with Coty skill and smartness. $2.95 plus tax

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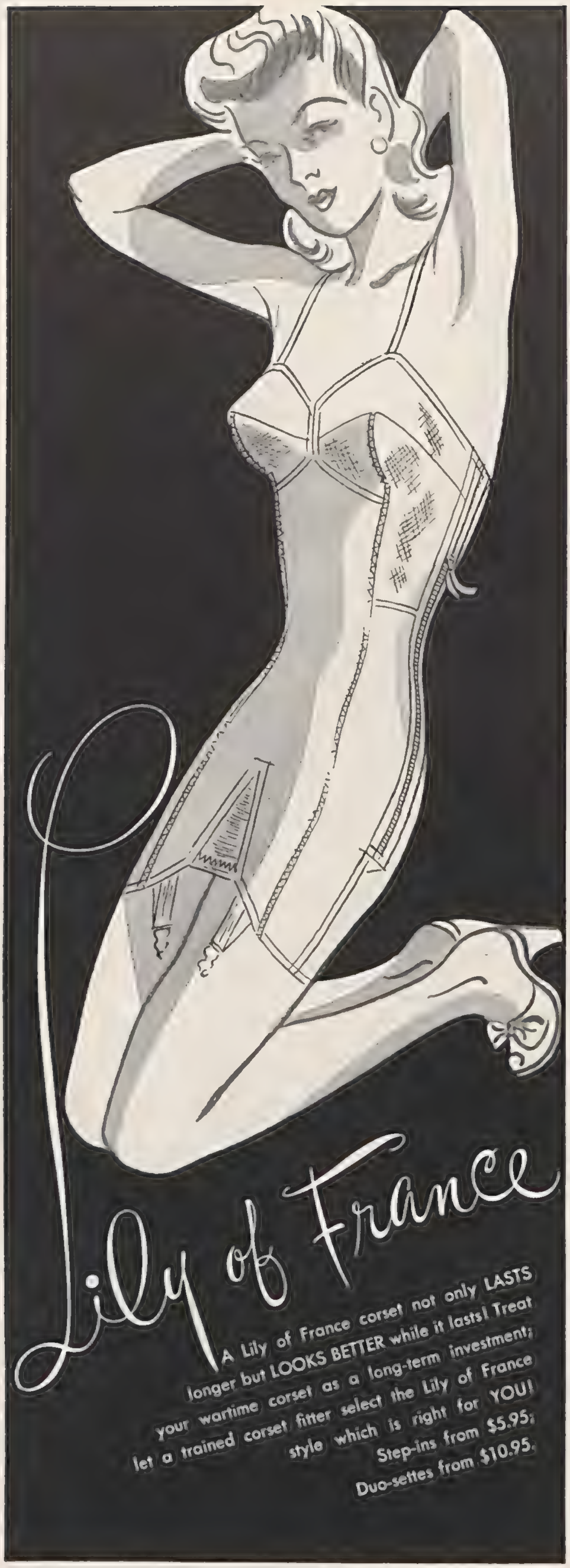


ON THE AIR WAYS

(Continued from page 60)

would set housewives to shadowing their neighbours.

The effort to avoid spy themes in these shows has had some curious results. There is a story that one dramatist, employed to translate into radio form the stories from the Bible, was astonished to hear this closing announcement: "Will Cain kill Abel? Tune in at the same time tomorrow morning and find out."

The new trend in broadcasting is toward hard-hitting, practical programs instead of the poetic lyricism of last spring's war stuff. So realistic are some of these shows that Rex Stout, who unmasks hypocrisy in the Axis short-wave broadcasts in his show, "Our Secret Weapon," has been receiving threatening letters. Now he is under the G-Men's protection.

When You Say 'Swastika'...

This attempt to strike with all the impact of the Axis will be remembered by studio audiences who came to see the broadcast of the Office of War Information, "This Is Our Enemy." They were startled to hear, just before the show went on the air, a voice booming out this:

"Now get this through your heads! When you say 'Swastika,' pronounce it with reverence...the way school kids say 'Stars and Stripes.' When you say 'Naziism,' read it like 'democracy.' And say 'Hitler' the way the voters say 'Roosevelt'!"

A mild stampede for the cops ensued. This was only halted when the audience was assured that what they had overheard was not an Axis sales-talk, but merely the show's producer, Frank Telford, trying to whip up a little enthusiasm in the actors who were playing loyal Gestapo men.

Long a barometer of radio trends, the "March of Time" has completely changed its format in order to keep in tune with the times. Not so long ago it was frankly a re-enactment—an attempt to make the news exciting by dramatizing it. Today, according to *Time's* Frank Norris, the news can not be dramatized without making it seem unexciting. And so this program sticks close to the realities, bringing to the air the actual voices of its drama-minded reporters; lets the audience hear real bombs falling on Malta instead of counterfeits by sound engineers.

But this business of bringing real people on the air has created vast production problems. Earl McGill, director of the "Stage Door Canteen" show, fills his studio with gaudy scenery, and dresses actors up in sailor and soldier suits to build up the atmosphere. He has top stars of stage and screen entertain just as they do in the actual Canteen.

One evening the script called for the impersonation of Frank Piro, a sailor known as "Killer Joe," whose dexterity as a jitterbug has won him the envy and admiration of the entire Battle Fleet. Just before air-time, Piro appeared at the studio and demanded, reasonably enough, that he be permitted to play himself in the show. It took all the persuasion of the production crew to convince him that, although a person may indeed be himself in an interview or news cast, he can not star as himself in a dramatic rôle without first becoming a member of AFRA—the radio actor's union, which guards its members' rights as jealously as Equity or James Caesar Petrillo.

There are two other shows which form an integral part of the new radio. One is that thoroughly discussed program, "The Readers Digest," in which stories from the magazine are dramatized, usually with some famous actor in the lead. The stories are war-like or escapist, but all short. Although the Readers Digest has never pulled its punches in criticizing advertising practices of which it disapproved, it has now allowed itself to be made into a radio program for a soup sponsor. (Recently The Digest attacked what it called radio's "Plug-uglies," commercial announcements of the more unpalatable type. Dr. Frank Stanton, head of CBS research, however, discovered an interesting and apparently contradictory fact—the addition of commercials does not drive listeners away, but increases the program's popularity.)

The other new show of moment is that of Raymond Scott, who is radio's chief mystery man now. He abandoned a rich career as leader of his own large and showy dance band in order to do a series of morning sustaining programs. One of his stipulations is that his venture must have complete anonymity. He hides modestly behind such deceptive program titles as "Pan-American Hot Spot" and "Good Morning Blues." So rapidly does he jump his broadcasts around the clock that no listener can hope to tune in on them regularly.

His purpose in these baffling manoeuvres, he says, is to develop in comparative secrecy a new style of experimental music. His fellow players consist of six outstanding "hot men"—two whites and four Negroes.

Prohibition Taught...

To cooperate with the Censorship and War Information bureaus in Washington, the networks forcibly restrain their writers from composing lyrical tributes to the weather. They remember that, during Prohibition, crafty bootleggers used to signal the all-clear to their rakish craft along Rum Row by requesting that certain popular tunes be played on the night-owl record broadcasts. The jovial voice saying: "At the request of Edith, Spike, and Slugger at Joe and Honey's Bar and Grill in Maspeth, we bring you now that sensational hit, 'When I'm With You I'm Lonesome'" cued many a Cuban cargo to shore in safety.

But now that Spike, Edith, and Slugger may be and probably are code words for "U-77," "Canarsie at midnight," and "S. S. Myopia," the public is denied this easy means of communicating with possible confederates offshore. Similarly the networks have clamped down rigidly on ad lib interviews, audience participation programs, and other spontaneous, uncontrolled broadcasts that might be put to sinister use. And it may be added that requiring radio actors to stick to the jokes in the script instead of inserting screamingly funny material of their own has done more to improve the quality of broadcasting than anything since the invention of the vacuum tube.

Shocking de Schiaparelli

dentée

Masterpiece in Make-up

by Helena Rubinstein

Four famous make-up essentials, created by Helena Rubinstein, superlative colorist, to paint a portrait of YOU that is perfect and lovely in every detail.

Helena Rubinstein's Essentials for Skin Care

Town & Country Make-up Film—to hold your make-up flawless, give your complexion soft new loveliness. 1.00, 1.50.

Face Powder that stays lovely longer because it's blended for your skin texture. In two blends—one for dry, one for oily skin. 1.00 to 3.50.

Lipsticks beloved for their glorious young colors . . soft, lustrous texture . . lasting freshness. .75 to 2.50. Refills, .60 and .75.

Waterproof Mascara—to make your lashes look longer, lovelier. Will not smudge or run. 1.00. With Herbal Eyelid Oil, 1.50.

Pasteurized Face Cream—one wonderful cream that can take the place of many. 1.00 to 4.50.

Town & Country Night Cream—soothes and softens dry, taut skins. Use nightly. 1.00, 1.75.

Herbal Masque—a quick Salon home treatment. Use it before every important engagement. 2.00.

Special Cream Masque—brightens dull, oily, muddy-looking skins. 1.00, 2.00.

Prices subject to taxes

helena rubinstein

715 FIFTH AVENUE, NEW YORK

"UNDER TWENTY" FASHIONS

THE "Under Twenty" dresses, designed by Carolyn Modes, on pages 74 and 75 are to be found in the following shops in cities across the country.

ALABAMA
Birmingham . . . . . Burger-Phillips Co.

ARIZONA
Phoenix . . . . . Korricks'

ARKANSAS
Fort Smith . . . . . Arcade Dept. Store
Little Rock . . . . . Pfeifers

CALIFORNIA
Sacramento . . . . . Hale Bros.
San Francisco . . . . . Hale Bros.
San Jose . . . . . Hale Bros.

COLORADO
Colorado Springs . . . . . Kaufman's

CONNECTICUT
Hartford . . . . . Siegel's Shop

DELAWARE
Wilmington . . . . . Kennard-Pyle

DISTRICT OF COLUMBIA
Washington . . . . . The Hecht Co.

FLORIDA
Jacksonville . . . . . Cohen Brothers
Pensacola . . . . . Bon Marché
Tallahassee . . . . . L. Steyerman & Son
Tampa . . . . . O. Falk's

GEORGIA
Atlanta . . . . . Rich's
Augusta . . . . . Saxon Cullum Co.
Columbus . . . . . J. A. Kirven Co.
Macon . . . . . Jos. N. Neel Co.
Savannah . . . . . Leopold Adler Co.
Thomasville . . . . . Steyerman's

ILLINOIS
Chicago . . . . . Mandel Brothers
Danville . . . . . Meis Bros.
Elgin . . . . . Joseph Spiess Co.
West Frankfort . . . . . Fashion Shop

INDIANA
Evansville . . . . . De Jong's
Indianapolis . . . . . H. P. Wasson & Co.

KANSAS
Wichita . . . . . Rorabaugh-Buck

KENTUCKY
Lexington . . . . . B. B. Smith Co.

LOUISIANA
Alexandria . . . . . Wellan's
Baton Rouge . . . . . Dalton Co.
New Orleans . . . . . Maison Maurice

MARYLAND
Baltimore . . . . . Stewart & Co.

MICHIGAN
Lansing . . . . . J. W. Knapp Co.

MISSISSIPPI
Gulfport . . . . . Geo. E. Northrop Co.
Jackson . . . . . R. E. Konnington Co.

MISSOURI
Carthage . . . . Ramsay Bros. D. G. Co.
Joplin . . . . . Ramsay D. G. Co.
Kansas City . . . Emery, Bird, Thayer Co.

MONTANA
Bozeman . . . . . Riddle's
Great Falls . . . . . Paris Fligman Co.
Helena . . . . . Fligelman's

NEW JERSEY
Trenton . . . . . Yards

NEW YORK
Binghamton . . . . Fowler, Dick & Walker
Elmira . . . . . Rosenbaum's
New York . . . . .Arnold Constable & Co.
Utica . . . . . D. Price & Co.

NORTH CAROLINA
Asheville . . . . . Bon Marché, Inc.

OHIO
Cincinnati . . . . . Mabley & Carew
Columbus . . . . . The Fashion Co.
Hamilton . . . . . Robinson-Schwenn
Middletown . . . . . John Ross Co.
Mt. Vernon . . . . . J. S. Ringwalt Co.
Portsmouth . . . . . Marting Bros. Co.

OKLAHOMA
Oklahoma City . . . . . Brown's
Tulsa . . . . . Brown-Dunkin D. G. Co.

PENNSYLVANIA
Allentown . . . . . H. Leh & Co.
New Kensington . . . . . Silverman's
Philadelphia . . . . . Gimbels
Pittsburgh . . . . . Grastenfield Co.
Uniontown . . . . . Wright-Metzler Co.
Wilkes-Barre . . . . Fowler, Dick & Walker
Williamsport . . . . . Brozman's
York . . . . . P. Weist's Sons

SOUTH CAROLINA
Columbia . . . . . Kohn's
Spartanburg . . . The Aug. W. Smith Co.

TENNESSEE
Bristol . . . . . H. P. King Co.
Johnson City . . . . . King's
Knoxville . . . . . S. H. George & Sons
Memphis . . . . Goldsmith's & Sons Co.

TEXAS
Austin . . . . . E. M. Scarbrough & Sons
Dallas . . . . . A. Harris & Co.
El Paso . . . . . Popular D. G. Co.
Fort Worth . . . . . Monnig's
Houston . . . . . Foley Bros.

UTAH
Salt Lake City . . . . . Auerbach Co.

VIRGINIA
Lynchburg . . . . . D. Moses & Co.

WASHINGTON
Seattle . . . . . Best's Apparel, Inc.

WEST VIRGINIA
Charleston . . . . . The Diamond
Fairmont . . . . . Hartley's
Martinsburg . . . . . M. Cohen & Sons

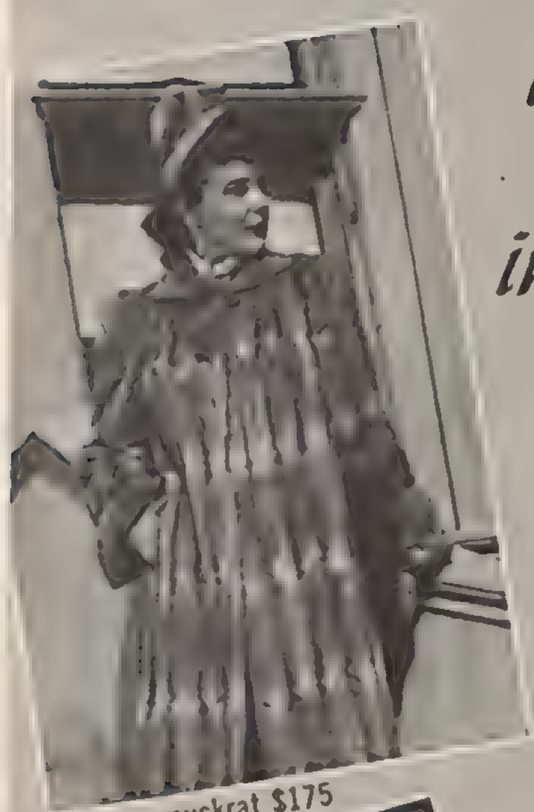
WISCONSIN
Manitowoc . . . . . Schuette Bros.

CARICATURES OF COMMENTATORS

Viennese-born artist Frederick Siebel has never seen radio-commentators H. V. Kaltenborn, Gabriel Heatter, and Raymond Gram Swing. But for November 15 Vogue, he snatches their personalities out of the air, draws them with a tongue-in-cheek accuracy.

NOVEMBER 15 VOGUE. At your Newsstand November 10

High fashion at low price in the Budget Fur Shop


Silver muskrat $175

You will be delighted with our enlarged Budget Fur Shop that now occupies the entire third floor. We illustrate just a few of our usual models, but you will find almost every fur and every fashion in the collection. For instance . . .

Ocelot with nutria $395

Silky Canadian beaver starts at $475

Sable dyed squirrel or let-out Northern muskrat $395

Silky tipped raccoon $295

Natural tipped skunk or sable dyed muskrat is $225

Flattering rare opossum $165

Natural blue fox jackets are a buy at $195

and blonde polar wolf jackets $95

Prices plus tax

Tipped Australian opossum $295

Natural timber wolf $295

CONVENIENT TERMS MAY BE IF DESIRED ARRANGED

Gunther

666 FIFTH AVENUE AT 53rd STREET, NEW YORK

MORE BEAUTY MORE WORK

(Continued from page 76)

to a woman as a reasonable supply of tobacco is to a man." In Royal Ordnance (Government-owned) Factories, a special high-grade foundation cream and face-powder was issued to the girls as protection against dermatitis (caused by working with explosive powders), and now these are scented, and tinted, and the girls are urged to use them—free—off-duty, too.

Even though all cosmetics in England are curtailed to twenty-five per cent. of peacetime output, the war workers' residential clubs have cosmetic shops where each girl is allowed to buy two shillings' worth a month. At the Women's Auxiliary Air Force stations, beauty parlours are installed. In one Australian war plant, the women showed a very high number of illness absences. As soon as the company installed a hair-dresser, and gave time out for hair appointments, the days of illness were cut dramatically...the girls had been taking whole days off to get their hair done. When production dropped alarmingly in a certain big English plant, the workers were asked to give suggestions for improvements in working conditions. They asked for (1) better sanitary facilities; (2) a regular supply of soap in the washrooms; (3) a make-up bar, where they could buy powder, cold-cream, and lipstick. Just one month after this three-point plan had been put into effect, production had risen twenty-seven per cent.

Here in America, there are as yet no country-wide customs about employing women workers. But the Man Power Commission is anxious to have many more women in war factories—millions more. And each plant has its own individual schemes for luring the bright girls, and keeping them happy. Letting them stay as attractive as they are seems to be the general conclusion, well illustrated by the case of the sensible working cap. Some earnest man literally invented a cap to protect women's hair from getting caught and burned. Thousands of girls were given to wear what looked like perforated white balloons. In desperation, the girls pushed them back on their heads in an attempt at chic, completely defeating the inventor's purpose. Result—the demand for a *pretty* covering—the non-inflammable Daché turban.

OUR RUSSIAN ALLIES IN THE CIVIL WAR

(Continued from page 63)

enormous political effect. The friendly gesture also lifted considerably the drooping morale of the North, particularly among the coastal cities of our long shore-line on both oceans. Day by day there had been rumours of impending attacks by a powerful British fleet. Now the tense situation eased.

Details of Admiral Krabbe's plan and its execution gradually became public. The remarkable precision and coordination in the movements of widely separated ships and squadrons read like a fairy-tale. Their far-flung units arrived at the designated objectives almost simultaneously. The manœuvre is the more remarkable when it is recalled that the British, with their superior facilities for information covering every land, were especially watchful for any suspicious movements by Russian war vessels at sea, yet they appear to have been taken wholly by surprise.

Not until the Russians anchored in the Hudson did the British Admiralty discover that their records, designating the location of every war vessel of the Tzar, as reported by their agents abroad, were completely inaccurate. The wily Krabbe seemed to have foreseen every contingency and, with the superb cooperation of his Navy's commanders, wriggled through and out of every waiting net. Had a single detail of the plan leaked out, or any of the ships' movements been prematurely discovered, the British might have brought together a greater concentration, and the whole scheme would have fallen through. Now it was too late.

The *Osliaba*, which had been on a long foreign cruise in the Mediterranean, arrived in New York on September 11, 1863. In the beginning of the summer the *Osliaba* was stationed in Greece. When the hostile attitude of France and England became pronounced, its Commander released a rumour that the ship was about to sail for its home port in Kronstadt on orders of the Admiralty.

Getting under way leisurely, the frigate sailed from port to port in the general direction of Gibraltar, studiously avoiding, however, English and French landings. To avoid suspicions further, and since his routine allowed ample time, Captain Bukatoff at several stopping places ordered a general overhauling and repainting of the ship. This, ostensibly, to have the vessel spick-and-span for an alleged grand review at Kronstadt upon his eventual arrival there. This procedure consumed an entire month.

Finally, leaving the Cartagena port, heading south by west, on what was announced to be a practice cruise, as soon as it was out of sight of land the ship veered suddenly around and headed for Gibraltar. The jealously guarded British stronghold was passed on a moonless night, with all lights out. With the crew all at their battle stations ready for possible action, the ship sailed for New York.

In America then, as now, there were dissident elements, who objected to an entente cordiale between two countries differing so widely in their conception of government. But on the whole, the reaction of press and public opinion was favourable. The officers of the fleet were "handsome, courteous in manner, evidently men of education." The crews, too, came in for their share of praise as hearty fellows, who behaved acceptably on shore leave. And almost all elements commended "The noble attitude of the Russian Government in not interfering in the struggle between the North and the South to the detriment of the legally constituted Government at Washington."

Symbol of things Precious

...of things worth Saving

In a world that values a brave heart higher than a priceless jewel, loveliness is more precious than a perfect pearl. To keep it, choose your "tools of beauty" wisely—use them faithfully, without waste and make the most of every minute, every penny spent.

Elizabeth Arden

691 FIFTH AVENUE • NEW YORK

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SHUR-TITE

Favorite of the Month

Design Patented

The graceful charm of subtle softness is yours this season . . . for fashion demands femininity. Here is a handbag to complete the lovely picture you will make . . . a handbag that is draped and gathered as artfully as your new frock. In calf and Gahna morocco . . . the season's leading colors. $5*

Many other Shur-Tite originals at your favorite counter at various prices

*slightly higher in some localities

Goldsmith brothers

NEW YORK • CHICAGO • LOS ANGELES • LONDON

FLOTSAM, JETSAM, AND ME

(Continued from page 53)

hostess" conveyed a sense of social éclat and the *Social Register*. Today, a "Washington hostess" is any gal who's listed in the telephone book and is possessed of a corkscrew and can-opener. She doesn't even need to have "the makin's" for a party. The boys will joyously bring the stuff if she can provide the floor space.

Of course, there's gossip. However, most of the grapevine talk these days has to do with Leon, or Donald, or Harry, or the Boss. You don't hear people talking much about what Congress is doing. They're afraid the FBI might pick them up for giving aid and comfort to the enemy.

Congressmen themselves, in those revealing cloak-room confidences, seem more scared of a possible invasion by Clare Boothe than they are over what Hitler might do. They know what Clare did with "The Women," and they don't like the idea of being material.

The town looks the same, except that it's bulging at the seams. All the old landmarks are visible to the naked eye, except Postmaster James Aloysius Farley. Jim has taken a pastorate in New York State, where his worries are giving him a grey scalp.

Papers opposed to the Administration claim that the New Deal has an army of thirty thousand press agents, and they claim that if the show is any good it doesn't need such multitudinous exploitation. Of course, the members of this army would never admit that they're just "press agents." They take refuge in loftier titles such as "co-ordinators," or "liaison officers."

The biggest job in Washington is held down by the Co-ordinator of Red Tape. He has first priority on all domestic supplies of hugger-mugger, and the State of Confusion may be the forty-ninth to be taken into the Union.

I ran into a photographer from *Life* who was trying to clear a picture of General MacArthur. They told him he'd have to wait. The guy at the head of the line was clearing a picture of General Grant.

Outside the gates of the White House, that famous peanut vendor still pursues the even tenor of his way. He's the only man in Washington who isn't looking for a contract, a commission, or a pension.

While it's all very annoying, we can take heart in the fact that it's not a new wartime phenomenon. Washington in Lincoln's time was probably much worse, except that Ham Fish wasn't in office at the time.

Aside from the quietly insane who throng the boulevards and crowd the offices, there is a constant influx of screwballs from the Lunatic Fringe. Hearing that the Government was experimenting with the idea of getting rubber out of alcohol, there recently turned up a boozy Messiah who was willing to go the Government chemists one better. He was succeeding in getting alcohol out of rubber. He simply traded in a set of tires for a case of Four Roses. He insisted that Four Roses were more essential than four tires. He went on to explain that if you had enough Four Roses you didn't need four tires, because you wouldn't want to go anywhere.

On my last night in Washington, I was in for even more discomfort. My room was air-conditioned, but something went wrong and the machine got out of control. The result was that when I woke up in the morning there were four guys there from the Birdseye Food Corporation bidding on my body.

In our own war effort, we can only observe that the United States is condemned to "capital punishment."

AUTUMN TABLE DÉCOR

Set your table with vivid colour, simply sculptured silver. Blue, gold, and white Lenox china; Black, Starr & Gorham. Steuben crystal. Wallace's "Grand Colonial" sterling silver

MARTHA AND FIANCÉ on campus of Clemson College, S.C., last spring before Niles became an Aviation Cadet, and she went into training for her mobile laboratory work. She's as sweet and feminine looking now in her crisp lab uniform, so flattering to her soft-smooth Pond's complexion.

GUARDING HEALTH OF BOYS AT ARMY CAMPS while her fiancé flies for Uncle Sam. Martha is at Fort McPherson now in the Field Laboratory of the Fourth Service Command.

MARTHA'S RING is unusually beautiful—a 2-carat diamond in an exquisitely simple platinum band.

She's ENGAGED!

. . . . MARTHA GAFFNEY'S engagement to Henry Niles Nelson, Jr., unites two fine Southern families. She is the great, great, great grand-daughter of the eminent statesman, John C. Calhoun

MARTHA'S HEART is with her aviator fiancé—but her skilled hands and highly trained mind are given to her important war job with the Fourth Service Command's mobile laboratory.

This is the first large mobile laboratory to be used by the Army—and Martha is proud to be part of it. "We work like mad," she told us. "We do blood and disease tests regularly, of course—and test about everything in sight as well—water, milk, ice cream—anything that might contain harmful bacteria and cause illness among the boys at the camps."

Martha has a particularly lovely complexion—creamy smooth and white. She says: "My lab work makes me an absolute stickler for cleanliness. That's why I'm so fond of Pond's Cold Cream. It *cleanses* so thoroughly—and leaves my skin feeling *soft* and *dewy*."

• • •

Use Pond's Martha's way, *you'll* love it, too. First—pat Pond's Cold Cream on your face and throat—gently, quickly. Tissue it off well. See how it softens and releases dirt and old make-up.

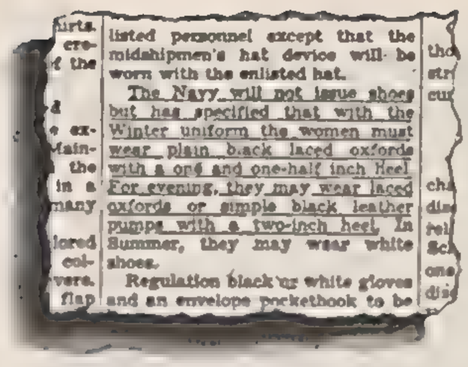
"Rinse" now with a *second* lovely Pond's creaming. Tissue off. Your face will feel fresh as a flower!

Do this *every* night—for daytime clean-ups, too. You'll see why war-busy society women like Mrs. W. Forbes Morgan and Mrs. Ernest du Pont, Jr., use Pond's—why more women and girls use it than any other face cream.

Ask for the *larger* sizes when you buy Pond's Cold Cream—you get even *more* for your money. Popular in price, at beauty counters everywhere.

Yes—it's no accident so many lovely engaged girls use Pond's!

She's Lovely! She uses Pond's.


listed personnel except that the midshipmen's hat device will be worn with the enlisted hat.
The Navy will not issue shoes but has specified that with the Winter uniform the women must wear plain back laced oxfords with a one and one-half inch heel. For evening, they may wear laced oxfords or simple black leather pumps with a two-inch heel. In Summer, they may wear white shoes.
Regulation black or white gloves and an envelope pocketbook to be

In agreement with shoe specifications for the "WAVES"

BRITISH WALKERS MADE IN U.S.A.

"Plain laced oxfords with one and one-half inch heels", say Navy regulations. Here you have the perfect example—a walled-last, ballet-laced model that you'll want whether you wear a uniform or tweeds. In black or brown.

At leading stores in principal cities, or write J. P. Smith Shoe Co., Chicago, Illino.

DISCOVERIES IN BEAUTY

Put Up Your Dukes. New challenger in the Presents-to-Pamper-Men class is Charbert's "Golden Glove." It has a leather back and a terry-cloth palm, and packs five ounces of talcum-powder, which billows forth when the glove is whacked briskly against the owner's torso. Saves *your* after-bath powder, too. Saks-Fifth Avenue.

The Army's Jeep Car has already inspired a hat. Now there's a new make-up named after it—Tussy's "Jeep Red." This cheerful rosy-red appears in lipstick, rouge, and nail polish, and is as spirit-lifting as a Sousa march. It's a "Victory First" make-up, too—using no materials needed for the war effort. The lipstick is creamy-textured, with a warm, life-like quality. You'll find "Jeep Red" things at Bloomingdale.

The Glow of Health is what you'll want to have in your face this winter—the same becoming glow you have all summer. By November, all too often, it's given way to a potato-ish pallor. But it needn't. Town and Country Filmpact, by Helena Rubinstein, is one way to take care of that. It's a time-saving, face-saving cake make-up that you apply with a moist sponge, and it comes in three clear glow-of-health shades—Peachloom, Mauresque, and a dramatically dark Rico Tan. Better still, Filmpact is made in two different versions—one for oily skins, the other, with a cream base, for dry skins. You can powder over it, or not, as you choose; it's good enough to stand alone.

Beauty and Benefit can both be derived from Rose Laird's Protective Makeup Lotion, for those young skins that haven't yet emerged from the bumpy stage. The lotion not only conceals any blemishes, but actually helps combat them—it's medicated and antiseptic. It doesn't produce that mask-like look, either. Bonwit Teller.

Down, Down, Down, deep into the grime, goes the cleansing action of this new cream, softening imbedded make-up and impurities in miraculous fashion. It's called (somewhat severely) Vacuumat Suction Cream, and it means business. If you come home at night black-avised from work in a war plant, or daubed with grease from a Motor Corps workout, this is the stuff for you. It contains some minerals, and has, in a mysterious way, the same sort of cleansing effect as a mineral bath. You put it on, let your skin absorb it, then wash off cream and dirt with water, leaving your skin stimulated, refreshed and clean as a whistle. From the André Vidre Salons, 55 West 42nd St.

VOGUE STUDIOS

make a little Beauty go a long way...with

FRANCES DENNEY

Corrective Beauty Preparations

"Make every minute count in the care of Beauty"... thus FRANCES DENNEY counsels each client who seeks her advice. . . . To make the most of the precious minutes *you* devote to Beauty, you should be sure to use MISS DENNEY'S long-famous CORRECTIVE BEAUTY PREPARATIONS. . . . Each one of them was created for a special need. Together they provide a complete Home Treatment for the proper care of your skin, climaxed by MISS DENNEY'S matchless expression of Beauty—a glorious make-up.

FOR SALE AT BETTER STORES EVERYWHERE

Famous FRANCES DENNEY CORRECTIVE PREPARATIONS include: OILS OF THE WILDERNESS, more precious than ever . . . OIL BLEND, for a very dry skin . . . EYE CREAM, to relieve vexing signs of fatigue. . . THROAT AND NECK BLEND, for a smooth, firm throat line . . . OVER-TONE, UNDER-TONE and SATINY POUDRE, for glorious make-up.

Look Younger
with
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ESTROLAR

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YOU WOULDN'T KNOW HARVARD

The Navy marches in the Yard, and brisk activity replaces the old indifference

By George Frazier

THIS season, the Navy is in the Harvard Yard. So this season, the sunlight that filters through the leaves of the trees on warm afternoons and dapples the steps of Widener Library and the ivy-clung sides of venerable buildings and the hushed, white simplicity of the chapel, dapples columns of marching men, as well. Now the quiet of the afternoons is broken by drilling commands, and, where once the Yard was drowsy, now it is brisk and efficient and acutely aware of the desolation that is upon the earth. For now the war has come to Harvard, and with its coming, something has fled. That something is Harvard indifference.

In certain quarters, that indifference has occasioned many an academic joke (you can always tell a Harvard man, but you can't tell him much), but the fact remains that it did exist. It existed in a thousand tiny, but nevertheless tangible shapes. In the casualness with which the students regarded attendance at lectures. In the reluctance to betray enthusiasm for anything so flagrantly rah-rah as a football team. In the shocking disinterest with which they leafed by the front page of the daily paper.

It even existed in the Brooks sack suit, slouchy, shapeless, and a defiant badge of one's indifference toward the sartorial elegance generally associated with the young gentlemen at Yale or Princeton. The Brooks suit remains, but almost everything else that marked Harvard indifference has gone.

Always before, on June afternoons, the girls in their summery dresses would sit in the Stadium gazing down at the black-gowned young men squatting on the grass. The Ivy Orator was appropriately humorous, joking about these young men who were about to graduate. "If you lay them end to end, they'll still try to sell you stocks and bonds." Laughter then; laughter at an old joke that had been told on countless such sun-shot afternoons. And then, the confetti battle. The heat hanging over the Stadium and the air suddenly snowy with confetti as the pretty girls bombarded the young men who were about to graduate—always ahead was the bright, meaningful tomorrow.

Ave atque vale

Last June—June, 1942—there was no confetti battle. A shortage of paper, it was explained, so no confetti battle. A small thing, perhaps, but one bespeaking massive and brooding problems. Good-bye, Harvard. Hello, outside world.

Before, it had been good-bye, too. Good-bye to Nappy, the coloured cabby who takes his calls inside the cushy Porcellian Club. Good-bye to the waiters at Locke-Ober's and the lobster Savannah there. To Felix's, where you bought "Film Fun" and played the pinball machine. To the afternoons you spent listening to records in Briggs and Briggs. Good-bye to the chocolate malteds at Billings and Stover's and to the lectures in Sever.

Once it was good-bye Harvard, hello Southampton, Wichita, or Wall Street. Now it was good-bye Harvard, Hello Fort Bragg...Camp Upton...Camp Mead. Good-bye Professor, hello Sergeant.

That Harvard has speeded up its production is no mere figure of speech, because it now holds three graduations a year. Under a revised plan of study, students are not allowed to take more than two courses in any given term, but these courses meet daily instead of, as used to be the case, three times weekly. Examinations are more frequent, and students find it painfully necessary to attend all lectures and not to fall behind in assigned reading.

The result of all this has been a growing seriousness on the part of Harvard undergraduates. The hours they formerly had for gentlemanly leisure are now consumed in the University's policy of athletics for all. Every student (formerly only Freshmen) is now required to spend four hours a week in making himself physically fit. Boxing, wrestling, and guerilla fighting are available under the program. The race against time has even prompted the faculty to eliminate the Bible-Shakespeare examinations formerly prescribed for concentrators in certain fields. There just isn't enough time.

Then—Convertibles, Now —Motor-Cycles

These days, Harvard isn't the place it used to be. Now there is a common bond between the students, a kind of spiritual kinship that never was evident in the lush days of peace. There is a Spartan simplicity that was markedly absent then. The sleek convertibles that used to be parked outside the clubs have been replaced by motorcycles. James Bryant Conant, the President of the University, has moved his family into a modest house and turned over his own spacious residence to the Navy. Where once snobbery existed in its most virulent form, there is now a determined effort to make the Army recognize the equal dignity of human beings and permit the formation of a mixed brigade.

This autumn, the college is undergoing more changes. For the first time, Freshmen are living in the Houses. Upper-classmen who formerly resided in rat houses (private residences along Mt. Auburn Street) are likewise finding themselves under the House Plan. The end of the rat houses —a direct result of the war and the diminished enrollment in college—may be the end of the club system, as well. Most of the clubs are primarily places in which their members (most of whom live in rat houses) gather at meal times. These clubs are bound to suffer serious—and possibly fatal—financial repercussions when their members are compelled to sign up for meals under the House Plan.

Whether or not the end of the club system would mark a new era in Harvard life, this much is certain. Indifference is already a thing of the past. That, of itself, is news of the most heartening sort and irrefutable proof that a new era in Harvard life is already under way.

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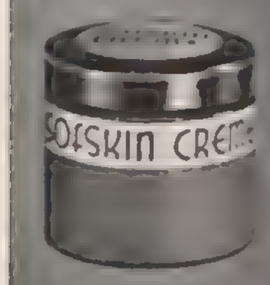

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For Lovely HANDS *and* SKIN

8 HOURS FOR SLEEP

(Continued from page 41)

of the acids formed in this process of breakdown can not be excreted fast enough, and accumulate in the body tissues. When the muscles are unable to get enough oxygen, we become fatigued; when the brain, too, is overwhelmed with waste products, we fall asleep. From this chemical point of view, sleep is an automatic safety device which enables the body to catch up with its own life processes.

Long periods of enforced wakefulness have brought death to animals during scientific experiments; healthy dogs have died after fourteen sleepless days, rabbits after twenty-one. But there is no scientific record of human beings dying from prolonged sleeplessness. In fact, such a death might be impossible, for there is no way to keep a normal person awake, without the use of drugs, except by constant, unceasing physical activity—talking, singing, shouting, walking around. After a few sleepless nights, a normal man or woman will drowse the moment he is quiet, no matter how great the tumult around him.

Lack of Sleep, Lack of Competence

Three or four days without a single minute of sleep will make a healthy, good-natured person extremely irritable, rather dreamy, perhaps mildly irrational, and unduly suspicious; he may even have brief hallucinations. His memory and attentiveness become weak; physical activity is easier for him than mental effort. But the craving for sleep, like the craving for food in starvation, does not become more and more agonizing; it slows and accelerates in a rhythm peculiar to each individual. For instance, one man kept awake for three days in a scientific experiment was, as one might expect, more sleepy on the afternoon of the third day than on the afternoon of the second day; but, during this third afternoon, he was actually much less sleepy than he had been the previous night. His sleepiness fluctuated in a wave-like motion, strong at night, weak in the daytime. Natural as it seems, not everyone has this rhythm of sleepiness; many people adjust themselves to night work with great ease and actually sleep better in the daytime.

How much sleep do we need? There is no set answer to this question, although for young, active people eight hours a day is a good minimum. Some people need nine hours a night for maximum efficiency—this has no relation to intelligence, although it has been shown on scientific tests that gifted children (perhaps because of greater activity) sleep longer hours than those of average intelligence. Other people get along very well with only six hours a night and, whether they confess to it or not, at least one daytime nap. Everyone should judge his sleeping time according to his own needs. The older you grow, the less sleep you need. Few older people realize this, and many complain of insomnia because they can not sleep a full eight or nine hours a night.

Common Cause of Insomnia

The most common cause of insomnia is anxiety, whether over the worries of the day or the sleeplessness itself. For insomnia may be no more than a "guilt feeling" over not being able to sleep. The lack of sleep itself does no great harm; often it is merely a sign that the body doesn't need sleep. But the lying awake with worries and nocturnal obsessions, which come when the higher centres of the brain are partially relaxed, causes great misery. To avoid this tossing and fretting, follow a simple rule: never go to bed when you are highly stimulated, even if it is very late. Always rest and relax before going to bed, especially if you have been working at night, out dancing, or listening to exciting conversation. Don't place your head on the pillow unless you feel quite drowsy, and in a calm frame of mind. It is good to remember that there are waves of drowsiness which sweep over the body at varying times; take one at its peak, get into bed at once, and there will be no trouble. But if the precious moment passes by, you may have to start the quieting process all over again.

When all the usual remedies—a hard day's work, a warm bath, a bedtime snack (the contractions of an empty stomach will keep almost anyone awake)—have failed, then there is only one thing to do: see your doctor and, if your anxieties are overwhelming, ask him about consulting a psychiatrist.

Sleep takes by far the greatest number of hours of any aid to your beauty. But don't charge it up to beauty alone—for beauty is only one of sleep's many by-products. The benefits are so great that the hours cannot be begrudged. You will find that regular and adequate sleep will give you your maximum capacity for work, the best use of your mind, and an ability to rebound from a busier life with elasticity.

PORTUGAL TO PALESTINE

From Lisbon to Jerusalem, through six tinder-box countries, Cecil Beaton traveled for the British Ministry of Information. For November 15 Vogue, he writes about, and photographs, the people he came across—fighters, politicians, kings.

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DISCOVERIES IN BEAUTY

Red all over. Need more colour in your life? Or just *better* colour? The little triumvirate pictured at the left might well be your pretty answer. It's the new "Redwood Harmony Box," by Elizabeth Arden...lipstick, rouge, and nail-polish in an outdoors, very autumn shade—natural, yet dark enough to have character and drama. It's perfect make-up to wear with the turning-leaf colours...all your greens, browns, yellows, beiges, rust-reds. And just by way of please-the-eye bonus, the Harmony Box pretends to be a beautiful, polished piece of redwood itself...that most eternal, most gleamingly lovely of American woods.

Unrationed oil. The Government doesn't care how much of this oil you use—it's not the kind that warms your house, but the kind that warms your beauty: the Frances Denney "Oil Blend," for parched and dry skins. Skin systems that run without oil are much like mechanical systems—they crack up. "Oil Blend" is at Altman

A fine thing for shower devotees is this special shower soap, called Showerub, which comes in a wooden bucket equipped with a cord so you can hang it within convenient reach. It's made by the Cosmata people, and is really not a soap at all, but a new kind of cleansing agent, containing lanolin, cold-cream, and millions of tiny calcium granules that make your skin literally tingle with health. No more groping for slippery cakes of soap in the shower; you simply get yourself wet all over, scoop up some Showerub, lather it on, rinse, and emerge feeling wonderful. It comes scented with either pine or lilac—pine's probably the most invigorating. Bloomingdale.

Keeping a secret. It's not a new discovery, but it's well worth re-discovery...Lydia O'Leary's "Covermark." It conceals all blemishes, whether they're permanent or temporary ones. And even if your skin is perfect in these departments, you might well use Covermark to mask minor skin discolorations...circles under your eyes, for instance. There are several types of Covermark... the regular cream in all skin tones, lipstick-shaped "Spot-Stik" for less habitual blemishes, and waterproof Covermark. All at Altman.

Favourite scent of the late Queen Alexandra was Penhaligon's "Hammam Bouquet," a perfume that is still arriving on these shores in its discreet English chemist's bottle. Its fragrance is as delicious as an English garden in June, mingling the sweetness of stock and wallflower, the sharpness of verbena. Bergdorf Goodman.

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NEW YORK BUNDLE TO MEXICO

FIVE trunks full of New York clothes, five models, and a movie fashion director, were received, applauded, and waved good-bye to, late last summer in Mexico City. Under the auspices of the New York Dress Institute, the models paraded for Señora Avila Camacho in the Presidential Palace, visited Mexico City's monuments. They brought back a movie record for Nelson Rockefeller, Co-ordinator of Inter-American Affairs. They left in Mexico no dresses (it was entirely a good-will tour), but a new knowledge of what New York can produce in really good fashion.

Señora Miguel Covarrubias, the wife of the Mexican artist, photographed in Mexico City in one of the New York dresses

One of the three blond models, on one of Mexico City's roof-tops. (The other two models were a brunette and a redhead)

Mexican women were "most interested in deep 'V' neck-lines, light woollens, short fur jackets, shoes—not in sports wear"

KNOW YOUR ONIONS

By Helen Clark Phillips

For nearly four thousand years, the onion tribe has made the life of man more savoury. It is somehow reassuring, during these days of blitz changes, to relish the taste of such a venerable vegetable and to realize that the root deified in Egypt centuries ago is today held in such high esteem that it is included in the limited planting atop bomb shelters. There is something very fitting about an onion sprouting in a bomb shelter roof-garden, for it has always been thought to excite martial ardour and to give more mettle for the fight. This invigorating characteristic assures an honoured place for the onion in wartime cookery.

Erudite nutritionists today might explain that the onion family provokes spirit and courage because of its vitamin content—thiamin, riboflavin, and ascorbic acid. Never should I presume to argue the point on such restricted terms, but I have a hunch that pleasurable taste has something to do with the feeling of zeal which follows the eating of the onion.

These urgent days demand more thought and imagination in the planning and cooking of low-cost meals that are nourishing and appetizing. Enter the onion, which, fortunately, is still plentiful. The market-basket of a wise cook carries the whole edible gamut of the ALIUM family: garlic, leeks, shallots, onions of many hues and flavours, chives, and scallions.

Onions

Onion Soufflé: Boil one pound of yellow onions with two stalks of cut celery until tender. Rub quickly through a sieve, which can be easily done by pressing with the base of a cream jar. Make a thick sauce with four tablespoonfuls of melted butter, four tablespoonfuls of flour, one-third cupful of the water in which the onions were boiled, one-third cupful of cream, salt and freshly ground pepper. Cool slightly and add three well-beaten egg yolks. Fold in the three stiffly beaten egg whites and bake in a buttered dish for twenty-five minutes.

Onions and Chestnuts in a Cheese Sauce: Boil until tender two cupfuls of small white onions. Prepare separately one cupful of chestnuts. Dried chestnuts may be soaked, then boiled, if fresh ones are not on the market. Arrange the onions and chestnuts in a buttered casserole and cover with a cheese sauce. Use sharp "store cheese" to flavour the cream sauce. Sprinkle with grated cheese and heat in the oven, making sure that the top cheese is browned.

Sweet Red Onion in Salads: Slices of sweet, raw, red onion are delicious with many vegetable salads. They are particularly good with tomatoes or cooked beets.

Leeks

Leek and Potato Soup (hot or cold): Cut the white part of four leeks into fairly small pieces and fry them in two tablespoonfuls of butter until a golden brown. Add two tablespoonfuls of flour, blend well, then add four cupfuls of chicken stock (canned or cubed, if fresh broth is not available). Add six potatoes, sliced rather thin, and salt. Cook for three quarters of an hour, then strain. If served hot, add cream just before serving and sprinkle with finely cut chives. When this soup is served cold, it is called *Crème Gauloise*, formerly *Crème Vichysoisse*. The individual cups are often sprinkled with nutmeg.

Leeks au Gratin or with Hollandaise Sauce: Cut stalks of leeks in half and boil until tender. Cover with a cheese sauce, sprinkle with grated cheese, and brown in the oven. The boiled leeks may also be served like asparagus with Hollandaise sauce.

Leek and Tomato Salad: Slice tender leeks very thin and mix with slices of red tomatoes. Make a French dressing with basil vinegar or, better still, with finely chopped fresh basil.

Garlic

Garlic Bread: Slice French or Italian bread to, but not through, the bottom crust. In about four tablespoonfuls of butter (the amount depends upon the size of the loaf) heat a clove of garlic, cut in small pieces. Cook gently for five minutes, then remove the garlic. Brush the slices of bread with garlic butter and heat through in a slow oven for thirty minutes. Grated cheese may be sprinkled over the bread before serving. This is delicious with soups or salads.

Garlic Croutons: Prepare garlic butter as above. Add small cubes of French or Italian bread. Turn the croutons in the simmering butter until browned. Add one tablespoonful of croutons to each bowl of soup just before serving.

Garlic in Salads: There are four basic ways to season a salad with garlic: (1) The salad bowl is rubbed with a cut clove of garlic. This is the most delicate way, acceptable to timid tastes. (2) Garlic is rubbed into a dry crust of bread, making a *chapon*. The *chapon* remains in the bowl during the mixing and is removed before serving. (3) A paste is made by pressing a cut clove of garlic into salt. When well worked together on a wooden board, no separate pieces of garlic remain. This paste is part of the seasoning for the French dressing. (4) Garlic vinegar, made at home or bought already bottled, is used.

Shallots

The shallot is not as well known here as it should be, for it is now grown in this country and is usually available in Italian grocery shops. Shallots are especially valuable in the making of salads and sauces. Minced finely, they are delicious in a French dressing. Their delicate flavour blends well with various herbs. Chopped with parsley, they are added to melted butter to garnish broiled steaks, chops, and chicken. An endless number of sauces, simple and elaborate, call for shallots.

Chives

Chives, called rush onions, grow well in a garden or in a flower-pot in the kitchen. It is best to shear them with scissors. They also blend well with herbs and are delicious in omelettes, scrambled eggs, and in a butter sauce for new boiled potatoes. No matter what your own combination is for *fines herbes* for an omelette, you always need chives.

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Also a flattering foundation. By day use it as a make-up base. Because it *prepares* the skin by removing excess oil, by softening roughness and dryness, powder and rouge go on evenly, and cling for hours.

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A cleansing with this cream and you'll know it's different! It not only loosens and absorbs surface grime but penetrates outer pore openings and floats away any accumulations. See how clean, soft and refreshed your skin looks and feels after a cleansing with this cream!

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A SENSIBLE 4-WEEK PLAN FOR REDUCING 8 TO 10 POUNDS

The best way to get thin, if you're too heavy, is to eat less.

And of the foods you still eat in your skimpened diet—the one which puts on the most fat—is fat.

These seem like fairly fundamental truths. Yet the first one was only generally realized as recently as 1863 upon the publication of "A Letter on Corpulence Addressed to the People." And the second generally realized only as recently as six or eight years ago.

That people didn't even begin to have a glimmer of an idea that food put on weight until that late in the world's history is a little amazing. But it is more amazing today, to have so many people *know* it, but still hope it might not be true. Dr. Joslin, writing in *The Journal of the American Medical Association* in 1924, wrote that "No farmer has yet found a way to fatten hogs except with excess of foods and little exercise, but few people who complacently carry excess of avoirdupois will face this elemental truth." These are the people who can sail into a vast feast murmuring those two magic words which absolve them, they hope, of any kinship with hogs—the two words are "ductless glands."

It's Food That Does It

Those poor, overworked, ductless glands! They are the criminals, you see. They turn all those successive feasts into fat. It couldn't, of course, be either the feast or the amount of pure animal or vegetable fat contained therein. Not while we have ductless glands and that other whipping boy—the hearty-eating thin friend. He's the character who is quoted over every chocolate-nut-sundae-with-whipped-cream-on-it-please. He eats three *times* as much as I do, my dear—and you ought to see him. Skin and bones!

If you really do have ductless gland trouble—undoubtedly your doctor will be the first one to point that out to you. And if you are very overweight—he'll be only too quick to point out the danger in that.

But there's a whole class of women who want to get rid of some ten pounds or so which have crept up on them all unawares. These ten pounds seem to be a lot more trouble than they are worth, now that there's so much more work to be done. (And if you don't think ten pounds add a lot to your inefficiency, try putting about ten pounds of weights on you and doing just your ordinary chores about the house. You won't do them well.) Your body gradually assumes the strain of gradually eaten-on pounds, but it doesn't get any more efficient.

Your doctor, of course, should be consulted before you ever do any reducing. First—maybe you just *think* you need to lose those pounds, and he doesn't. And second—you might have some physical condition which makes stringent dieting unwise for you.

The First Popular Diet

The first man generally credited with giving a systematic reducing plan to a patient (other than the "brisk walking" advice, which usually proved useless) was William Harvey, an Englishman. He prescribed a diet, which has, until the past few years, been the basis for all reducing diets. He prescribed this diet for a very obese undertaker by the name of Banting. Harvey's diet became known as the Banting Diet, after Banting published the above-mentioned "Letter on Corpulence Addressed to the People." Banting became a famous pioneer, in that day of huge and rich eating. At that time, a person was considered to be well on the road to consumption if he couldn't eat a breakfast as vast as the current dinner of this day, and work through two other groaners and a tea as well. Banting's dietary list emphasized the giving up of carbohydrates, sweets, and starches—but only butter was prohibited among the fats.

For some seventy years, this formula was practically reducing law—and, as a matter of fact, many guideless reducers are still practising it assiduously. And with fair results, since if you cut down on your eating at all, *some* results will follow.

Around 1934, several papers were published by doctors who realized that the demons carbohydrates and sweets were only minor devils to the arch fiend—fats. Fats have a tendency to be stored by the body and are burned up more slowly than sugar. More than any other food, fat in the food breeds fat in the body. The principal sources of fat are butter, cream, rich milk, cheese, fatty portions of lamb and meat, bacon, lard, suet, yolk of eggs, and vegetable oils.

A Four-Point Plan

So today, sensible reducing revolves around these strong facts:

1. There must be a reduction in the total calories consumed.
2. There must be a balanced rate of carbohydrates, proteins, and fats. And this balanced rate should include meat, in the same amount of calories equal to your starches and sugars combined. Your fats should be one-sixth of your total calories of meat, starches, and sugars.
3. The body must be kept in an alkaline condition.
4. There must be a safe rate of reduction.

Once you have made up your mind to reduce—a plan like this contains certain elements of joy to the gourmet. She finds that this is really not starvation. She finds that she can keep most of her delectable dishes on the menu. And she finds that she can keep her disposition.

Be Prepared

Dr. Logan Clendening once pointed out that it's foolhardy to wake up one bright morning and say to yourself, "I'm going to start reducing." It takes a little preparation.

One of the first requisites for the reducer is a calorie list. This invaluable little gadget can be carried around in the handbag for emergency, and kept in either the kitchen or on the dining-room table. It has much to tell you—especially about fats. You might like to know that one teaspoonful of sugar—which you (Continued on page 97)

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A SENSIBLE 4-WEEK PLAN FOR REDUCING 8 TO 10 POUNDS

(Continued from page 96)

have so painfully given up in your coffee—is small change in calories—a mere 20. But that pat of butter which goes unnoticed on your morning toast is over three times as much—73. And when you bravely shake your head at the passed éclair, so becomingly and darkly iced with chocolate—your calorie list might have saved you the trouble. It's a comparatively mild 194 calories. And that bacon you didn't consult about this morning is rated at a cool 620—or about half of the total amount of calories you should consume for the day (if you really want to lose some weight).

Your doctor will judge for you the total number of calories you, in your particular life, can safely give up and take in. Probably his diet will restrict you somewhere between 1100 and 1500 calories a day. If you pick and choose with some abandon among your calorie list (if you are likely to give up a lot of eating for a slice of blueberry pie, for instance; or want two Martinis before dinner, and just some Melba toast afterwards)—your doctor's advice will probably be to protect yourself with adequate minerals and vitamins in the form of prepared wafers or tablets. Then you can have your fun and keep fairly healthy, too.

You will see by your calorie list, and by your doctor's advice, that many sweets, and the much-maligned potato can be had on a fairly strict diet. The fats, if you're over the sundae-and-soda stage, will probably be your hardest to give up. Thick gravies, melted butter, salad dressings, garnishes of bacon, rich cream sauces—these are the pitfalls of the past-the-'teens ages.

A Fatless Butter Substitute

You will be glad to know, if you don't already, that there is such a thing as fatless butter substitute—a golden, tastes-like-it, looks-like-it product, which even contains the Vitamin-A of real butter, and it's completely calorie free. Along with your calorie list, prepare yourself, too, with this golden *trompe l'œil* and *trompe le palate*—and prepare your cook as well. Because she can use it for all her cooking, except frying.

Mineral oil dressing is another ounce-saver—salad dressing made by your own favourite recipe, substituting mineral for vegetable oil, with perhaps a bit more emphasis on the condiments, and a slightly heavier hand with the herbs. With butter, cooking fat, and salad dressing out of the way, you may be able to work in a bit more of the sauces and the gravies, a bit of the succulent, fat-striped part of your meat.

As for the alkalines—keep up your tomato-juice, and your citrus fruits—that's simple enough. These tend to keep your system alkaline.

And, above all, don't start setting your whole life around your diet. One of the surest ways to find yourself breaking your régime is to keep your mind settled on your stomach. Eat what you like, and don't be conned into quick theories with set menus which include a lot of foods you hate. Why should you eat a lamb-chop on Thursday, just because some writer thought it would be a nice neat way to set it up in type? Maybe Thursday you feel like chicken. Okay—eat it. Maybe you'll feel like a lamb-chop *Tuesday*.

Summary

Here, boiled down into a few paragraphs, are the facts marshalled above:

This is a good plan for a mild reducing schedule over a four-week period. It is not meant for the woman who is unhealthily over-weight. It is meant for the woman who has accumulated around ten extra pounds which interfere with either her looks or her efficiency.

It calls for a specified number of calories, which your doctor is best qualified to set for you. (Probably, between 1,100 and 1,500 a day.)

This plan is based on a new theory: that fats in your food tend to give you the most stubborn fat on your body. That you should eat starches and sugars in an amount of calories which added together are equal to your meat intake. And that you will restrict your fats to one-sixth of your total caloric intake for the day. (For instance: if you were having for dinner an average serving of roast beef, 230 calories, you might have with it a white potato, 85 calories, and for dessert a sherbet, 145 calories. A pat of butter for your potato would be 73 calories—or roughly ⅙ of the total calories in such a meal.) You will eke out your vegetable and animal fats with a non-caloric butter, and non-caloric salad dressing.

Above all, you will realize that you must keep on such a diet without cheating—and steadily. With the help of your calorie list, your will-power and your cook.

If you would like a pocket-sized calorie list, as a three-times-a-day reminder, we shall be very glad to send you one upon receipt of ten cents. Write to Vogue, Dep't C, Greenwich, Conn.

DECORATE BY YOUR WITS

For brides-on-the-wing with their problems of making a home-in-a-moment, November 15 Vogue offers imaginative ideas on decorating—ideas which substitute taste for money, depend on work, on wit.

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SUBSTITUTE MAPLE SYRUP FOR SUGAR

By Marion W. Flexner

When searching for sugar substitutes, do not overlook maple syrup. By that I do not mean corn or cane syrup combined with synthetic maple flavouring, but the honest-to-goodness one hundred per cent. pure maple syrup. It is a little more expensive than cane sugar, but not prohibitive when used in small amounts.

For example, in the maple pecan pie recipe given here, the cost is only fifteen cents more than the same recipe made with ordinary sugar, and, when this is divided by six, it means that each portion costs only a little over two cents extra.

Maple syrup can be used in numerous ways in cookery. It can be substituted for sugar in breads, pastries, puddings, pies, and cooked cereals, served as a sauce for ice-creams, or with toasted, buttered biscuits instead of jelly. While the amount of sugar saved in each recipe may seem small, nevertheless by the end of the month a considerable amount of precious sugar will have been conserved for other purposes.

Here are some recipes using maple syrup:

Yankee Buckwheat Cakes

½ cake of yeast
2 cupfuls of fresh buckwheat flour
1 tablespoonful of warm water
2 cupfuls of warm water
¼ teaspoonful of baking-powder
¼ teaspoonful of soda
1 tablespoonful of maple syrup
¾ teaspoonful of salt
Milk to make batter proper consistency

The evening before the cakes are to be eaten, sift flour and salt. Add yeast mixed with two cupfuls of warm water and the syrup. Put in a crockery bowl, cover, and let set in a warm room overnight.

The next morning, add to this batter the soda and baking-powder mixed with the tablespoonful of warm water. If batter is too stiff, thin with a little milk (it should be rather thin), adding milk a little at a time. Drop batter by tablespoonfuls onto a well-greased skillet or griddle.

These cakes will take a little more fat than other pancakes, because there is none in the batter, but they should not be allowed to swim in grease. Brown on one side. With a pancake turner, turn and brown on the other side. Serve piping hot with maple syrup, sausage flavoured with freshly-ground sage, and coffee. This is an ideal Sunday-morning breakfast or brunch.

Maple Corn Muffins

½ cupful of yellow corn meal
¾ cupful of white flour
1 rounded teaspoonful of baking-powder
¼ teaspoonful of salt
3 tablespoonfuls of melted butter, or lard
1 egg
2 tablespoonfuls of maple syrup
⅓ cupful of milk

Beat the egg well. Add milk and syrup and beat again. Pour this gradually into the flour and corn meal sifted with the baking-powder and the salt. Add the melted butter or lard. Spoon into muffin pans, well greased and heated, filling them three-quarters full.

Bake in a hot oven (425° F.) until muffins are crisp and brown on the outside, tender and light on the inside. Serve piping hot with maple syrup or honey. This makes twelve tiny muffins.

French Toast

(2 servings)

1 egg
½ cupful of milk
2 slices of baker's bread cut ½-inch thick
⅛ teaspoonful of salt
⅛ teaspoonful of cinnamon
1 tablespoonful of maple syrup
Butter in which to fry bread

Beat the egg well. Add milk, salt, cinnamon, and syrup. Beat again. Pour half of this mixture into a flat biscuit pan or baking-pan and dip the bread into the mixture. It should be well coated on each side, but not soaked until soggy.

Brown in a skillet greased with melted butter. When the toast is brown on one side, turn and brown on the other, adding more butter as necessary. Cook only one slice at a time. Cut in half and serve with maple syrup.

Baked Bananas

(6 servings)

5 firm bananas (ripe, but not soft)
2 tablespoonfuls of butter
2 slices of lemon with peel (cut ¼-inch thick)
½ teaspoonful of cinnamon
¼ cupful of maple syrup
¼ cupful of honey
⅛ teaspoonful of salt
¼ teaspoonful of nutmeg

Peel and split bananas and cut in half. Place in a baking-dish. Dot with butter and sprinkle with spices. Place lemon cut in small pieces over surface. Dot with butter and add honey mixed with syrup.

(Continued on page 99)

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SUBSTITUTE MAPLE SYRUP FOR SUGAR

(Continued from page 98)

Bake half an hour in a moderate oven (375° F.), basting the bananas constantly while cooking. Serve warm for dessert or as a side dish with roast pork, duck, et cetera.

Maple Pecan Pie

Into a baked nine-inch piecrust pour the following filling:

2 tablespoonfuls of butter
¼ cupful of flour
1 cupful of maple syrup
3 egg yolks
1 teaspoonful of vanilla
A few grains of salt
½ cupful of water
¾ cupful of coarsely chopped pecans

Beat the yolks until light and spongy. Add the flour, alternating with water. Add syrup, salt, and vanilla and pour into a double-boiler. Add the butter, set the pan over flame on top of stove and *stir* and *stir* and *stir* until custard is smooth and thick. Fold in the nuts and pour into baked piecrust. Top with:

Maple Meringue

3 egg whites
A few grains of salt
3 tablespoonfuls of maple syrup

Add salt to whites and beat until very stiff. Add syrup slowly. Spread over maple filling and roughen the surface. Put in a moderate oven (375° F.) and bake until meringue browns (fifteen to twenty minutes). Serve warm or cold. This is a really delectable pie of the butterscotch variety.

Old-Fashioned Maple Mousse

1 cupful of maple syrup
3 eggs
1 pint of double cream
A few grains of salt
1 cupful of coarsely chopped pecans

Boil the syrup from three to five minutes, until it is thick, but not candied. Pour slowly over the well-beaten egg yolks, beating all the while. Set aside to cool. Pour in the stiffly beaten cream and egg whites, the salt, and, last of all, the nuts. Pour into a mould, seal, and pack in salt and ice for four hours, or until mousse is firm.

This mousse may also be frozen in the electric refrigerator. It will be quite good, though it will never be the same consistency as the regular mousse. It should be put into the freezing tray, and the ice-box set according to directions for freezing. Stir every twenty minutes to keep from becoming granular.

Maple Loaf Cake, with Maple Foam Icing

⅓ cupful of butter
½ cupful of white sugar
1 teaspoonful of vanilla
1½ teaspoonfuls of baking-powder
1 egg
¼ cupful of maple syrup
1½ cupfuls of flour (sifted once before measuring and twice afterwards)
½ cupful of milk

Cream the butter and sugar. Add the egg yolk well beaten, then vanilla and syrup. Add flour, alternating with the milk. Add baking-powder and, last of all, fold in the egg white, stiffly beaten with a few grains of salt.

Pour into a greased, buttered loaf pan (about five by nine inches) and bake in a moderate oven (375° F.) from forty-five minutes to one hour, or until cake tests done. Let it stand a few moments before removing from the pan. Stand on a wire cake-rack or towel placed over a board until cake is cold. Frost with:

Maple Foam Icing

1 cupful of maple or brown sugar
½ cupful of maple syrup
A few grains of salt
2 tablespoonfuls of water
1 egg white
½ teaspoonful of vanilla

Boil sugar, syrup, and water for five or six minutes until it is very thick and will spin a thread or make a hard ball in cold water. Meanwhile beat the egg white very stiff with a little salt.

When the syrup is done, pour a tablespoonful at a time into the egg, beating vigorously all the while. Two pairs of hands will be found helpful, as time is an important factor in making this icing.

Add another tablespoonful and another until four have been blended with the egg, then quickly pour the rest of the syrup into the egg mixture, beating constantly. If an electric beater is handy, by all means use it.

Add the vanilla, and when icing is firm enough to stand in peaks, spread it over top and sides of cake. If beaten too long, it is apt to become granular, and if not beaten enough, it will not harden. Practice alone will tell when the moment is right for spreading this icing on the cake. However, it is delicious, whether hard, soft, or medium. It resembles sea-foam frosting, though with a more delicate flavour.

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VOGUE COVERS THE TOWN

Night-club gossip

New York's dimmed-out night-club season is in full swing. And in spite of the war, there are few changes in accredited routine. Of course, the "must-dress" dictums of former years have vanished; but people still dress. And cover charges have disappeared; but minimum charges take their place. And usually fairly stiff ones.....

The Persian Room, at the Plaza Hotel, has muffled all but one of its Persian murals in swooping plum satin draperies. These, accented with touches of pink, make the enormous room much cosier, much less formal.

For dancing, there is Bob Grant's fast-playing band; and for entertainment, the irresistible Hildegarde, who sings at dinner and supper.....

The Ruban Bleu, at 4 East Fifty-Sixth Street, is the bluest *boîte* in town, as far as colour goes. It also happens to be one of the favourite late night-spots.

The show, which goes on around eleven-thirty, consists of the Negro singers called the Delta River Boys, a musician, Fred Keating, and the incomparable Maxine Sullivan. To our mind, there's no one like her, particularly when it comes to singing muted swing or sentimental Irish ballads. If you happen to be a collector of street cries, ask her to sing the sweet "Cockles and Mussels".....

The porcelain blue-and-white of the Wedgwood Room, at the Waldorf-Astoria, forms a cool, composed background for Emil Coleman and his orchestra. His music is as good to listen to as to prance to.....

The Maisonette, downstairs at the St. Regis, has gone straight, undiluted night-club, this year. There are no more Tartar tents, no more Cossack waiters. Instead, Jean Pagès, Vogue artist, has hung the box-like room with swirls of velvet in smoky shades—soft browns, rose, and yellow. The music here is soft, and the food excellent.....

The Iridium Room, also at the St. Regis, is open for the season. There's no ice-show this year, no entertainment, but, if it's dancing you want, this is the place to go. Paul Starr and his orchestra play fine swirly, waltzy tunes.....

If you ask us, for romance, nothing is better than the Champagne Room, at El Morocco. It is a perfect place for an evening of non-dancing with a favourite beau. To begin with, the candlelight really does wonders for you, and the soft piano and violin music should put both you and him in a mighty fine mood.....

Monte Carlo Beach is still packing them in. The music is noisy, very rhumbish, and the place always has an underwater look to it that is amusing—like a goldfish globe.

Noblesse oblige

Just in case you've been talking about doing your part in entertaining Service men on leave in New York, here's your chance to put up, or else.....

The English Speaking Union has two branches of the Hospitality Committee. The first tries to arrange country week-ends for British officers in port for a few weeks. The men are usually charming, and so appreciative that once you've had them out, you'll probably go on the list for a guest each week-end.

The second branch of the Committee is in charge of regular entertainment. For instance, they have a dinner-dance every Wednesday night for American officers; for officers of all the United Nations, open house every Sunday night—this means music, snacks, and beer; and open house every afternoon from four to six, meaning tea, beer, and Coca-Cola. All these parties are held in Suite 1526, at 30 Rockefeller Plaza.

The Anzac Club, at 106 West Fifty-Sixth Street, provides for both Australians and New Zealanders, commissioned as well as non-commissioned officers. They give dances and informal parties, and need the names of girls willing to work as hostesses. These parties are usually organized on short notice, as the Committee never knows when a large group of Anzacs will arrive in town.

At Delmonico's, at Fifty-Ninth and Park Avenue, there is open house for officers of the Armed Forces of the U. S. and Allied Nations every day from noon to midnight. There are also dances on Friday nights, and snacks on Sunday. More volunteer hostesses are needed.

The Officers Service Committee has its headquarters in the Commodore Hotel. This Committee is the official officer welcomer for New York City. Its services include distributing to the officers reduced rate theatre tickets made available by the theatres; supplying them with guest cards to clubs; arranging for no-minimum-charge at restaurants and nightclubs; giving a weekly party (in cooperation with the American Theatre Wing) each Saturday night, either at the Ritz or the Commodore, a tea dance every Sunday at the Plaza.

Sunday noon

The problem of what to do with that beau on leave come Sunday can be deftly solved by the brunch at the Madison Hotel. The bar here has been completely redecorated in Kelly-green, with touches of chartreuse and white, and it has a really bright daylight look. There is music during brunch, and tea-dancing every afternoon at the Madison bar. Make note.

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Women in the War

"CONFUSION, rather than concealment," says Betty Rice, "is the principle of camouflage in this war. You try to confuse enemy bombardiers . . . make them uncertain of just which object below is their true target . . . make them scramble their aim, and their 'eggs' (bombs to you) where they won't do any harm."

On the easel behind camoufleur Rice is a model of a camouflaged airfield. On the table are the tools of her trade . . . including *Camels!* They're very much a part of her working kit. As she says: "I smoke steadily on the job and off. And *always* Camels. They're so much easier on my throat."

"I scramble 'EGGS' of enemy bombardiers,"

SAYS BETTY RICE,

who certainly knows her camouflage—
and her CAMELS

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MORALE EXPERTS SAY it's a good idea for women in the war to be "just women" every once in a while. So here's Betty Rice following that advice . . . complete with king's yellow evening dress, Prince Charming escort, and—Camels. It's the cigarette you find in a camoufleur's workshop, destroyer's deck, air base . . . or ringside table.

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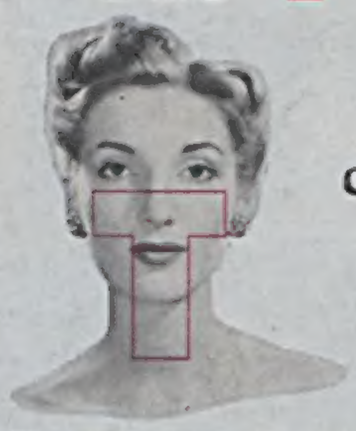

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